No. 217 Sept. '80

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ALFRED E. NEUMAN FOR PRESIDENT

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NUMBER 217 SEPTEMBER 1980

MAD

"One thing modern science can't seem to get the bugs out of is fresh paint!".
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

JOHN PUTNAM *art director* **LEONARD BRENNER** *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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NOW...FREE!

Yep . . . most former African Colonies are now free! But, boy, are they in big trouble! Just like we are, trying to sell these idiotic full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid—suitable for framing or wrapping fish. You can't help those emerging nations, but you can help us! Order yours today. Mail: 50¢ for one, $1.05 for 3, $2.15 for 9, $4.35 for 27 or $8.75 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022

LETTERS DEPT.

BITING REMARKS ABOUT COVER

In respect to your June 1980 cover, as usual, MAD is very accurate. For years, Alfred E. has had his upper LEFT incisor tooth missing. So how come his bitten apple gives the imprint showing his upper RIGHT incisor missing? Maybe the worm had something to do with it?

Eugene V. Manusov, D.D.S.
Los Angeles, California

Bad Bite, Lasting Impression

Your apple cover is inaccurate to the core! The imprint on the apple is incorrect because Alf is missing only his upper left front tooth, not his bottom tooth too. So the channel of apple containing the worm is twice as long as it should be.

Mark Giordano
Dobbs Ferry, N.Y.

A CROCK O'BLIP NOW

The minute I flipped open the cover and saw your "A Crock O' Blip Now" I knew I had to get it! Mort Drucker is a genius and it seems he has been drawing for you forever. Amazing how his minor, supporting characters are identifiable, even if you don't know their names. Of course, in "Apocalypse," everyone was a minor character.

Johnny Mylar
San Rafael, Calif.

Mr. Larry Siegel and Mr. Mort Drucker are to be commended for boning Francis Ford Coppola's strange fish of a film. And, MAD merits praise, too, for not sidestepping such a complex screen rigor.

Brian Boru O'Donnell
Dublin, Ireland

Siegel and Drucker did one (BLIP) of a job!

Stephen B. Dobranski
Lansdale, Pennsylvania

SNAPPY ANSWERS JOGGING INCIDENT

I heartily applaud Al Jaffee's "Snappy Answers To Stupid Questions" as *regular* sequences in MAD. His "Jogging Incident" is a delightful "running gag," and the punchline, "Better you should be a SWIMMER!", may go into perpetuity with MAD fans.

Sheryle Dickerson
Jamaica, New York

MAD'S "TV GUIDE" TEXTBOOK

I especially enjoyed "MAD's 'TV Guide' Textbook" however I beg to differ with your facts in "I LOVE LIZZY" under the "Social Studies" section. Elizabeth was *not* the offspring of Henry VIII and his first wife Catherine of Aragon. She was the offspring of Henry VIII and Anne Boleyn, his second wife, who was also the first of his wives to meet with the sharp end of an axe. If we are going to teach history, we must be correct in our facts!

Bonita C. Yarboro
Brooklyn, New York

Woodbridge and Silverstone apparently flunked "Literature" and "Language." It took Odysseus twenty years to get home, not ten! And, Middle English, not Old English, is spoken in Canterbury Tales!

Amanda Du Boff
Haverford, Pa.

If we knew history, we wouldn't have suggested a "TV Guide Textbook"!—Ed.

The programs in the "MAD TV Guide" were a lot more interesting than the shows in the real TV Guide!

Joe Esposito
Hempstead, N.Y.

MORE MAD ESP?

Another case of MAD ESP! I noticed that among the list of new shows in TV Guide, there's a new CBS show, "Carlton, Your Doorman." Well, back in MAD #206, in Tom Koch's article "TV Spinoffs Yet To Come," was an improbable spinoff called "Carlton." Koch slated it for CBS, Monday, 11:30 P.M., so he had the time wrong.

Jon Blaine II
Mesa, Arizona

Sounds like an appropriate time-slot to us! —Ed.

LIGHTER SIDE OF THE IDIOT BOX

Concerning Dave Berg's "The Lighter Side Of The Idiot Box". . . right on! It's high time that someone did such a thorough exposé on America's most obscene obsession. Hopefully, you've motivated more people to the pursuit of more rewarding "vices" such as sex, music, and MAD Magazine!

J. P. Thomas
Travis AFB, Calif.

ANOTHER FOLD-IN FAKE-OUT

I read with great glee your "MAD Fold-In" for June '80! After reading the text above the picture, "There are many things on this earth that never should have come into being in the first place. One such thing is with us now, and anyone who has come into contact with it hopes it will soon disappear . . .", I must admit that I was surprised to see a Susan B. Anthony dollar. I thought for sure it would be the Shah!

Bill Davies
Davis, Calif.

WHO NEEDS A MAD NEWSLETTER?

Why would anyone in their right mind start a Fan Club for MAD Magazine? Certainly not for profit! The first issue of "The MAD Newsletter" is already out, containing interviews with all three MAD Editors! For info, send SASE (self-addressed, stamped envelope) to:

Ron Labbe
MAD Freaks U.S.A.
16 University Road
Brookline, Mass. 02146

BODY CHECK

In a free discussion period in class, we got on the topic of reincarnation. That's the rebirth of the soul in a *new body*. Can you tell us, what would Alfred E. Neuman like to come back as?

Dina Gifford
Union City, N.J.

As soon as possible!—Ed.

SIX MINUTES: RETURN OF THE DRAFT

Your "Six Minutes" drift on the draft really *registered* with me!

Joe Stoutenburgh
Hopkins, Minn.

DIFF'RENT JOKES

After reading "Diff'rent Jokes," I know we'll never be *short*-changed from total enjoyment by Angelo Torres and Arnie Kogen, who have no *short*-comings in the humor area!

Annette M. Padilla
San Antonio, Texas

I strongly object to your bevy of "short jokes" in your spoof of "Diff'rent Strokes." And this letter would've gotten to you sooner if only I could've reached the mailbox handle.

C. Myers
Lafayette, La.

For pure entertainment, Kogen, Torres and Gary Coleman are head and shoulders above the crowd!

Scott Croland
Glen Rock, N.J.

You guys are really MAD! What makes you think I'm so short?

Gary Coleman
BIG Star of
"Diff'rent Strokes"
Burbank, California

Gary Coleman "Measures Up" To Co-Stars Todd Bridges And Dana Plato

Arnut, after cracking your magazine, must feel pretty *tall* now!

Catherine Bernstein
Bronx, New York

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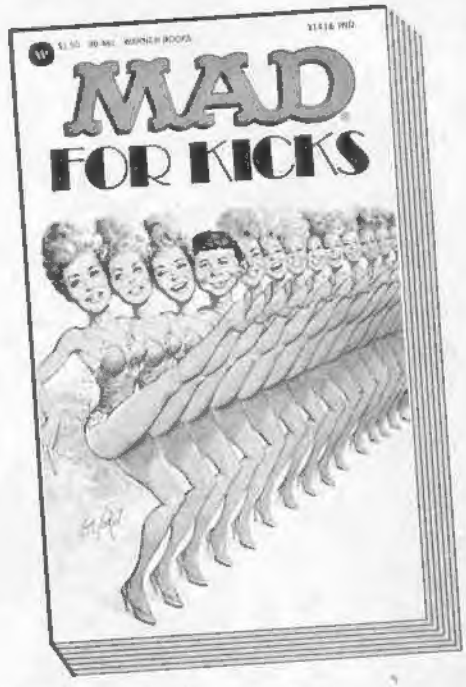

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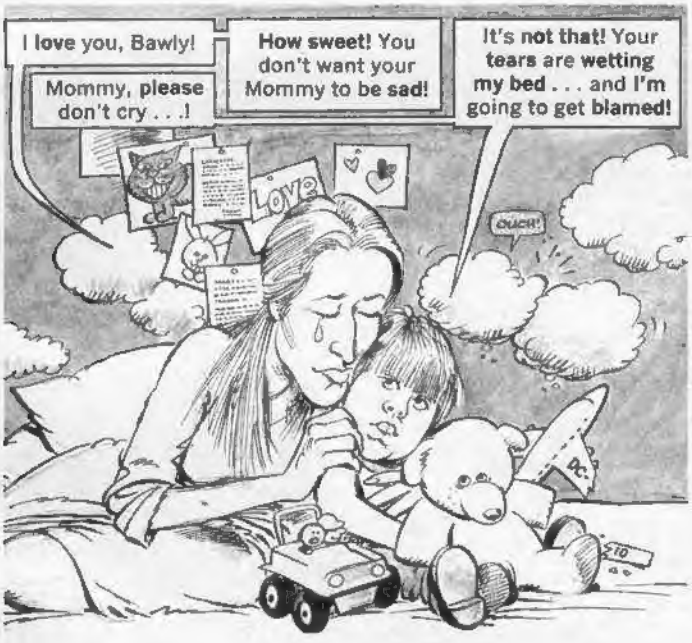
CUSTODY'S LAST STAND DEPT.

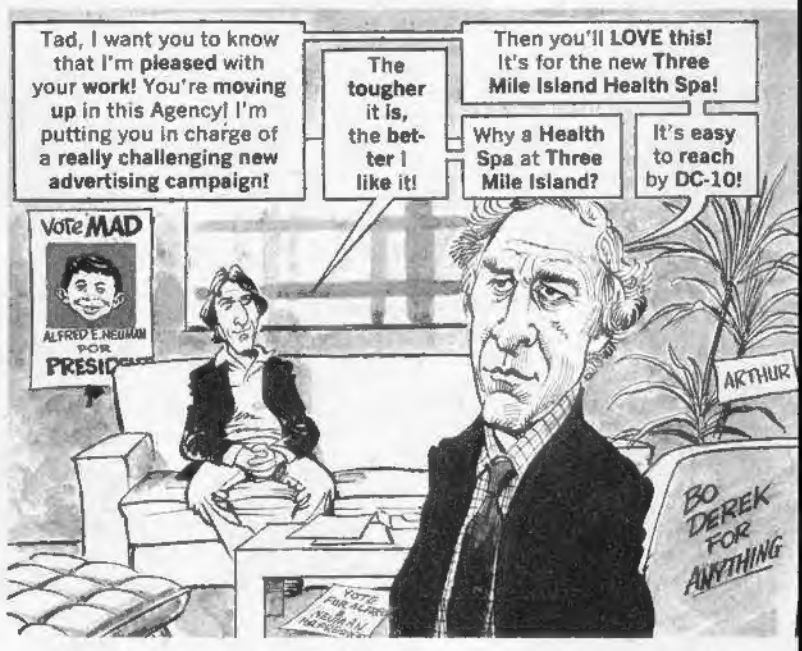
So you really think that all we ever satirize are movies that are pretentious or stupid or bomberoos, eh? Well . . . HA! We laugh in your freckled faces! HA! There's a picture out now that's a real winner! So does that mean we shouldn't touch it?! Get outta here!! We enjoy a tear-jerker as much as the next person! So here we go with MAD's version of the "Super Sobber Of The Year", mainly...

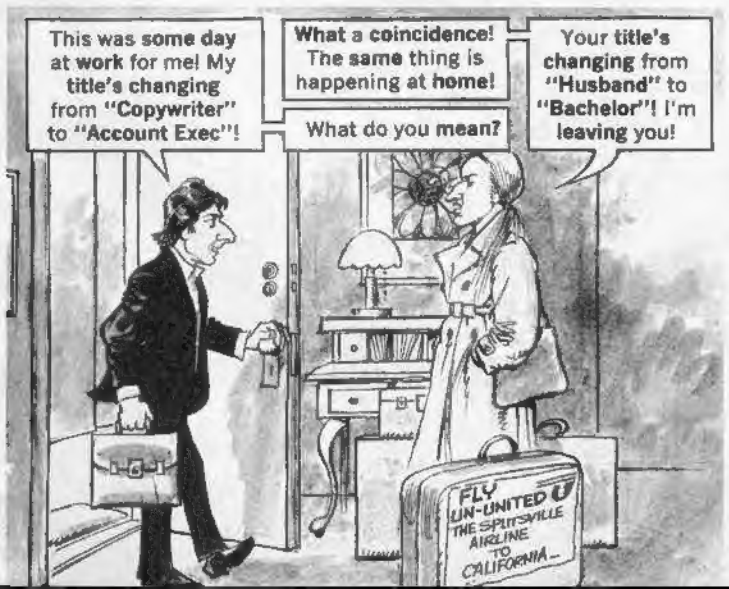
I haven't seen him in over a year! I never realized that he was so much SHORTER than the others his age . . .!
You mean your Son?
No . . . I mean my HUSBAND!!
Joanne left Tad because she wanted to find herself . . . and that's okay! But when my Husband's SECRETARY went to California to find herself . . . that REALLY TEED ME OFF!!
Because my Husband WENT ALONG to help her look!
Gee . . . why did THAT tee you off?
MY NAME IS DARTH VADER.
To get custody of a six-year-old child will cost you $5000!
I can't afford that! What can you do for a thousand dollars?
For a thousand, I can get you custody of a nine-year-old ORANGUTANG!!
What would I do with an Orangutang?
Take him to the PARK a lot! They love monkey bars!
DIVORCE LAWYER A SPECIALTY
LAWYER WITH CONNECTIONS
VOL. I DIVORCE ITALIAN STYLE
VOL. II DIVORCE AMERICAN STYLE
VOL. III DIVORCE HOLLYWOOD STYLE
When your Mother and Father got divorced, did you feel bad?
Well, yes and no! I felt bad because the house was emptier . . . but I also felt good because I was finally like all the rest of the kids in my class!
MAD
BILLY ♡ LUCY AND HALVAH
BOB DRUCKER

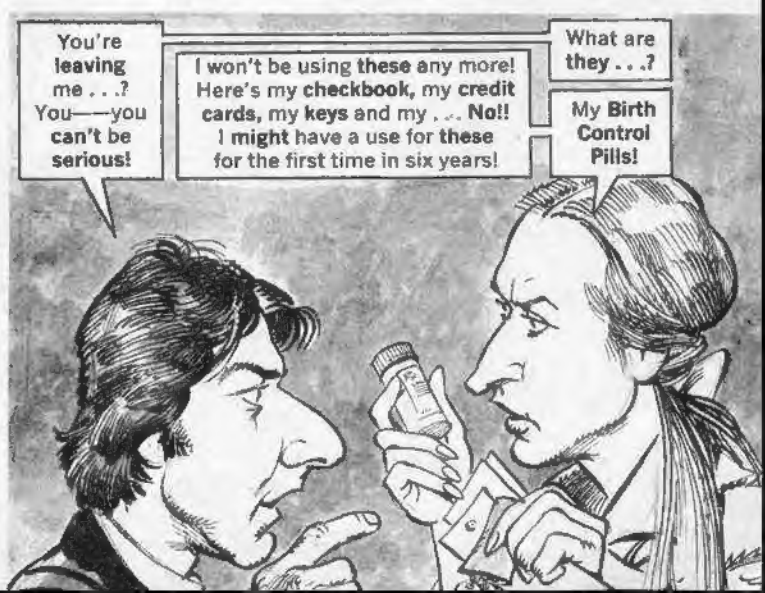
"Crymore vs. Crymore"

ARTIST: MORT DRUCKER WRITER: STAN HART


I love you, Bawly!
Mommy, please don't cry . . .!
How sweet! You don't want your Mommy to be sad!
It's not that! Your tears are wetting my bed . . . and I'm going to get blamed!
Love
OUCH!
DC-10


Tad, I want you to know that I'm pleased with your work! You're moving up in this Agency! I'm putting you in charge of a really challenging new advertising campaign!
The tougher it is, the better I like it!
Then you'll LOVE this! It's for the new Three Mile Island Health Spa!
Why a Health Spa at Three Mile Island?
It's easy to reach by DC-10!
VOTE MAD
ALFRED E. NEUMAN FOR PRESID
ARTHUR
BO DEREK FOR ANYTHING


This was some day at work for me! My title's changing from "Copywriter" to "Account Exec"!
What a coincidence! The same thing is happening at home!
What do you mean?
Your title's changing from "Husband" to "Bachelor"! I'm leaving you!
FLY UN-UNITED THE SPLITSVILLE AIRLINE TO CALIFORNIA—


You're leaving me . . .? You——you can't be serious!
I won't be using these any more! Here's my checkbook, my credit cards, my keys and my . . . No!! I might have a use for these for the first time in six years!
What are they . . .?
My Birth Control Pills!

Tad, if you stop me from going, something terrible is sure to happen!
What . . .? You'll destroy yourself?
And the whole idea of this movie! Tad, listen to me . . . I don't love you!!
So?
What do you mean, "So?"?
I mean, you're not supposed to love me! We're MARRIED!
Why did Joanne leave me?
Because she felt neglected, frustrated and unhappy!
Yeah . . . she's been saying that for years! But why did she leave me?
Maybe because you're too sensitive a guy!
Just take it from me that Joanne is very confused, depressed, sullen, bitter and terribly resentful!
Well . . . considering her mental condition, it might have been worse!
How's that?
She might have changed her mind and STAYED with me!
You mean, she left and didn't take Bawly . . .?
That's right! She left him with me!
A six-year-old who needs constant attention, who demands love and affection every moment, who requires supervision day and night, night and day?
As a Mother, what would you suggest I do . . .?
Pack your bags and LEAVE . . . before the kid wakes up!
Hey . . .! Don't you flush the toilet when you're finished?
Don't HAVE TO!! Nothing went into the toilet bowl!
Great!! And me standing here without my slippers!!
CHILDREN MUST WASH HANDS BEFORE AND AFTER USING BATHROOM
AGENT
Daddy, where's Mommy? What happened to her?
I don't want to upset him by telling the truth! He's too young to handle it! Hmm! What should I tell him . . .?
Ah! I got it!
Mommy's dead!
Hey, Daddy was only making a joke! Where's your sense of humor, Grouch?
Where IS she?
Mommy and Daddy had an argument and Mommy left!
Why didn't YOU leave . . . and Mommy STAY?
Because Mommy is a lot smarter than Daddy!!
Mmm . . . just wait till you taste this French toast!
Can I wait till I'm sixteen, or till you learn to make it . . . whichever comes first?
FAT FREE MILK
TASTE FREE
SPAM

C'mon . . . **eat!** You **KNOW** what **Mommy** always says!

She says **I have to eat my breakfast so's I** can grow up to be **short and weak** like **Daddy!**

That's **"BIG AND STRONG"**, Dum-dum!!

I'll pick you up at **three!**

Supposing you **can't?!?**

How could **that** happen?

Supposing you got **run over** by a **truck** . . . and **died?!**

The way things are **going**, I **couldn't** be **that lucky!**

Yeah! And neither could I!!

PUBLIC SCHOOL

PRIVATE JOKE

VOTE ALFRED E. NEUMAN FOR PRES!

Tad, as a **friend,** let me give you some **advice!**

Until things **settle down,** why not send Bawly to live with a **close relative** of yours . . .??

No, **no!** I **couldn't** do that to someone I **love!** It's **cruel** and **inhuman!**

Got a **better** idea??

Yeah! I'll send him to live with **STRANGERS!** No, on **second** thought, I'll take care of him **myself!**

Well, **I'd** call that **dedication!**

Nuts! **I'd** call that **masochism!**

Look, Bawly, you got a postcard from **Mommy** today!

Mommy **who?**

Sometimes a short attention span can be a **blessing!!**

MOMMY

NATO

Hey, don't you want to hear what Mommy has to **say** . . .?

Well, okay!

She says, **"Dear Bawly, Try** to understand **why I ran off** without saying **goodbye,** and **left you** in the care of a man I **DON'T LOVE** or **TRUST** anymore! It's **simple! I had** to leave and become the person I know I **can** become! I had to find the **'real me'!"**

Why?

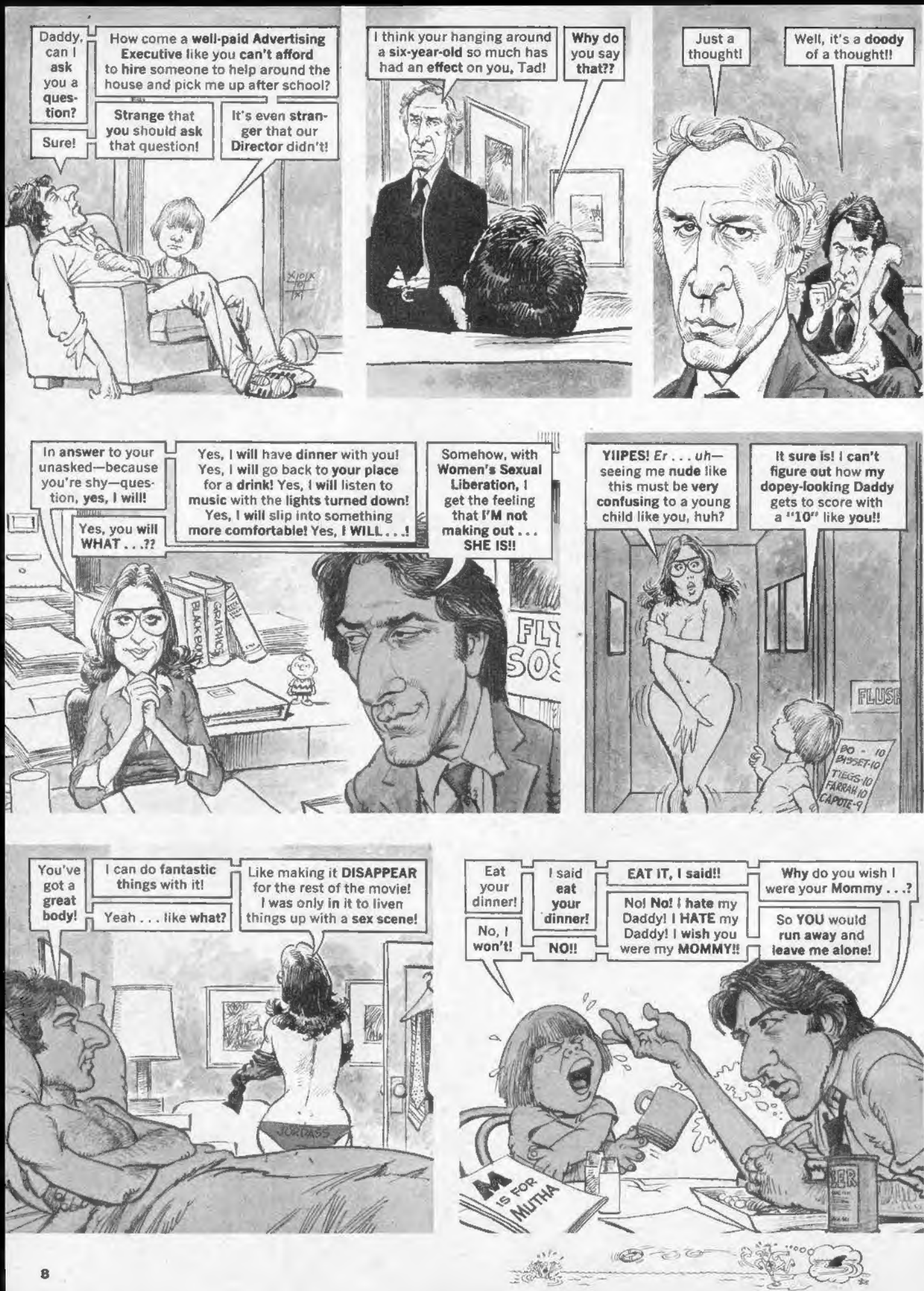
I'd just as soon watch **"Gilligan's Island" re-runs!**

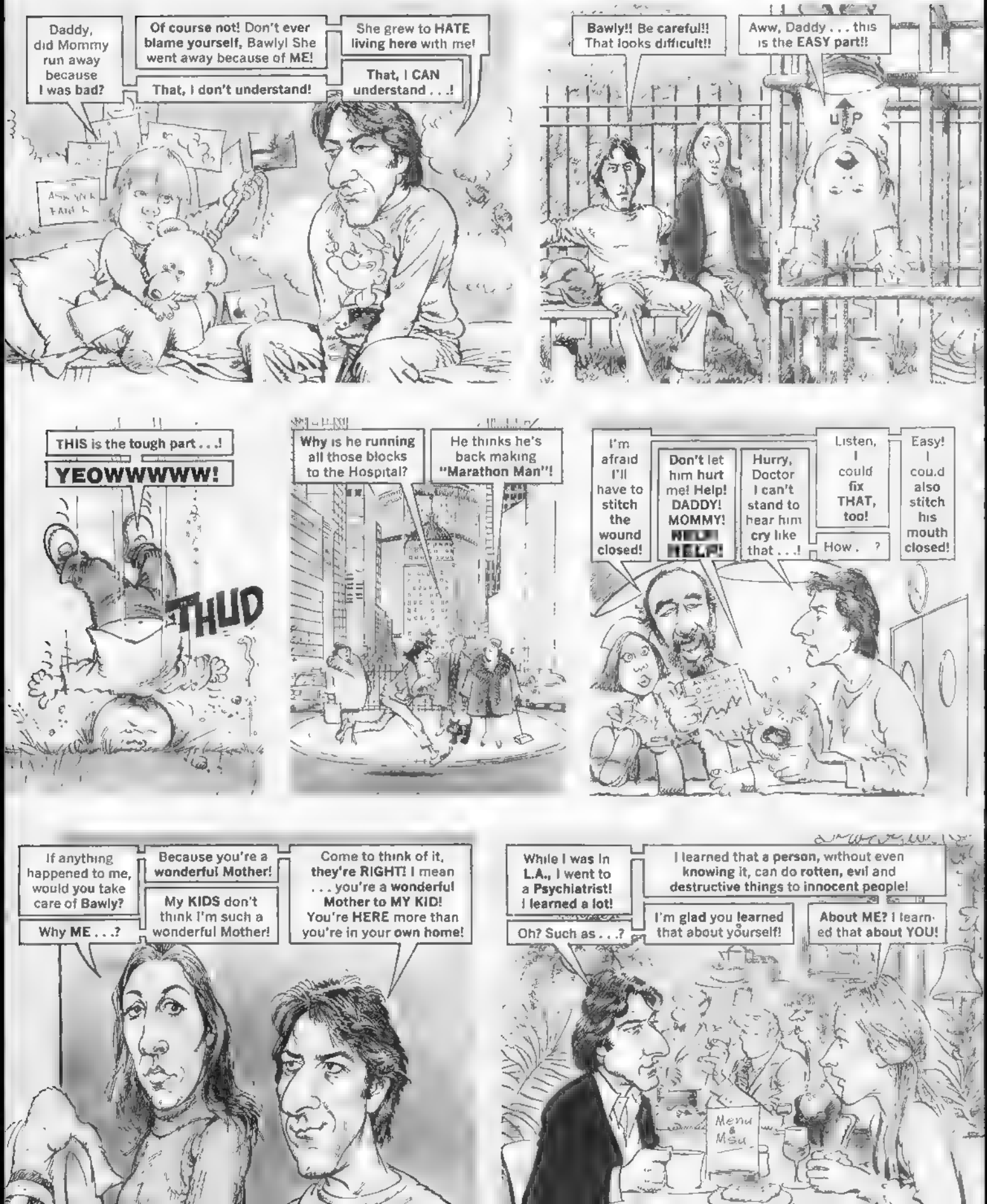
THEY make about as **MUCH SENSE!**

TV ANNUAL

I DON'T REMEMBER MAMA

THE VANISHING MUMMY


Daddy, can I ask you a question?
Sure!
How come a well-paid Advertising Executive like you can't afford to hire someone to help around the house and pick me up after school?
Strange that you should ask that question!
It's even stranger that our Director didn't!
I think your hanging around a six-year-old so much has had an effect on you, Tad!
Why do you say that??
Just a thought!
Well, it's a doody of a thought!!
In answer to your unasked—because you're shy—question, yes, I will!
Yes, you will WHAT . . .??
Yes, I will have dinner with you! Yes, I will go back to your place for a drink! Yes, I will listen to music with the lights turned down! Yes, I will slip into something more comfortable! Yes, I WILL . . .!
Somehow, with Women's Sexual Liberation, I get the feeling that I'M not making out . . . SHE IS!!
BLACK BOOK
GRAPHICS
YIIPES! Er . . . uh—seeing me nude like this must be very confusing to a young child like you, huh?
It sure is! I can't figure out how my dopey-looking Daddy gets to score with a "10" like you!!
FLUSH
BO - 10
BRIDGET-10
TIEGS-10
FARRAH 10
CAPOTE-9
You've got a great body!
I can do fantastic things with it!
Yeah . . . like what?
Like making it DISAPPEAR for the rest of the movie! I was only in it to liven things up with a sex scene!
JORDASS
Eat your dinner!
No, I won't!
I said eat your dinner!
NO!!
EAT IT, I said!!
No! No! I hate my Daddy! I HATE my Daddy! I wish you were my MOMMY!!
Why do you wish I were your Mommy . . .?
So YOU would run away and leave me alone!
M IS FOR MUTHA
BEER


Daddy, did Mommy run away because I was bad?
Of course not! Don't ever blame yourself, Bawly! She went away because of ME!
That, I don't understand!
She grew to HATE living here with me!
That, I CAN understand . . .!
Bawly!! Be careful!! That looks difficult!!
Aww, Daddy . . . this is the EASY part!!
UP
THIS is the tough part . . .!
YEOWWWWW!
THUD
Why is he running all those blocks to the Hospital?
He thinks he's back making "Marathon Man"!
I'm afraid I'll have to stitch the wound closed!
Don't let him hurt me! Help! DADDY! MOMMY! HELP! HELP!
Hurry, Doctor I can't stand to hear him cry like that . . .!
Listen, I could fix THAT, too!
How . ?
Easy! I could also stitch his mouth closed!
If anything happened to me, would you take care of Bawly?
Why ME . . .?
Because you're a wonderful Mother!
My KIDS don't think I'm such a wonderful Mother!
Come to think of it, they're RIGHT! I mean . . . you're a wonderful Mother to MY KID! You're HERE more than you're in your own home!
While I was in L.A., I went to a Psychiatrist! I learned a lot!
Oh? Such as . . .?
I learned that a person, without even knowing it, can do rotten, evil and destructive things to innocent people!
I'm glad you learned that about yourself!
About ME? I learned that about YOU!
Menu & Mau

I also learned I have two opposing sides to my nature! One side is very selfish and says, "I want my Son, and I don't care if it costs my ex-Husband a fortune in legal fees, or even if it bankrupts him . . . I will HAVE my Son!" And then, there's my generous side . . .

And what does that side say?

That the coffee and Danish are my treat!

We have one chance of keeping Bawly! It all depends on what kind of a Mother Joanne was! What did she do around the house?

Well, she paid the rent, the telephone, the gas and the electric bills! She balanced the checkbook, shopped for food and clothes, made the meals and did the cleaning!

Hmmmm! Not only was she a good Mother to Bawly . . . she was also a good Mother to YOU!!

Oh, Tad, I want to say a few things to you! First . . . Merry Christmas!!

Anything else? Oh, yes! You're FIRED!!

THAT, I mean! The "Merry Christmas" was cow pies!

Don't worry about it! You'll get over it! Hey, look how fast I got over losing YOU!

Thanks, Chief! Anything else?

Fired . . .? You don't mean that!

But if I don't have a job, I'll lose Bawly!!

I got a big problem, Mr. Shananagin! I just lost my job!!

Oh, that's very bad news! Very bad news, indeed!!

You're worried about my ability to support Bawly?

No . . . I'm worried about your ability to pay my fee!

I really need this job!

Why did you leave your last position?

There was a conflict of careers! My career as an Account Executive interfered with my career as a Mother . . .!

Since my Wife walked out on me, I've had to be both Father and Mother around the house!

Mmmm! That can be very confusing! . . .

Especially when I have to LIE and tell myself . . . "Not tonight!! I have a HEADACHE!"

How long have you been at your current job?

Six months!!

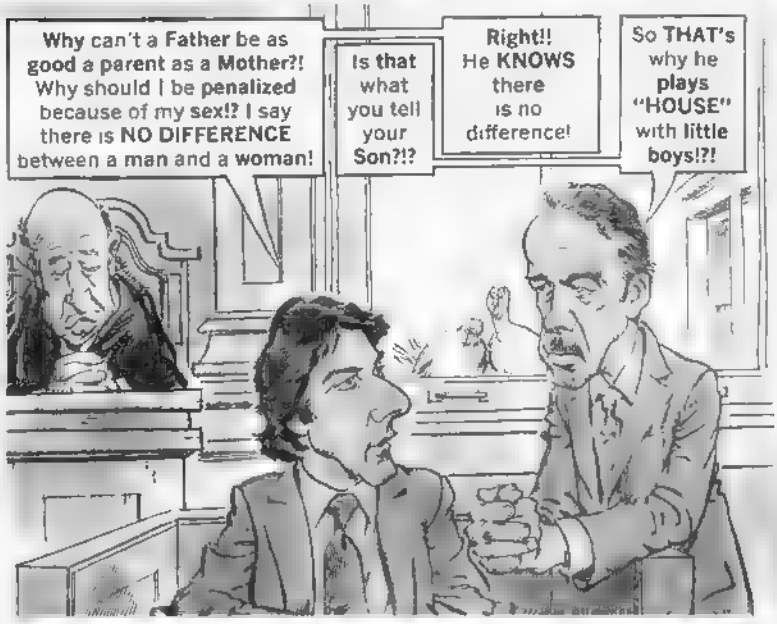
And how much money do you make?

I make $37,000 a year!

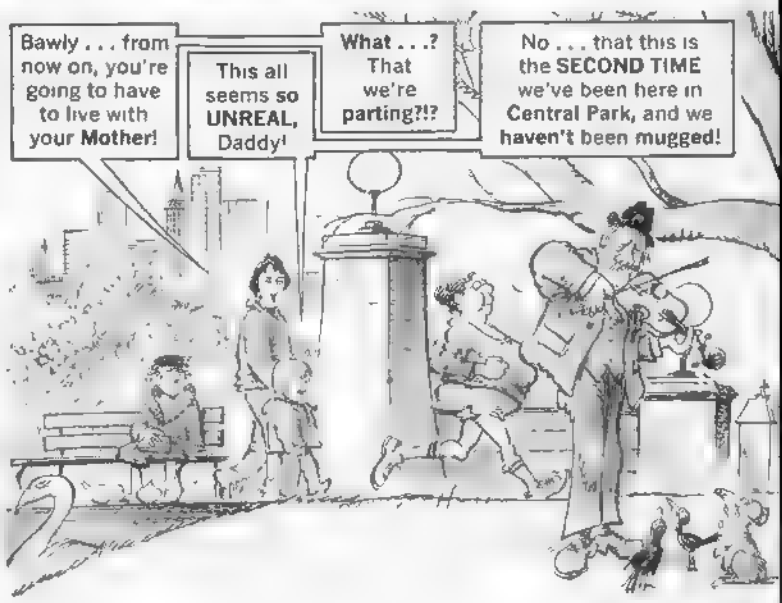
You mean after only six months on a job, you make that much?! Then answer this question: Could you get ME a job there?!?

Objection! I've already ASKED the witness that question!

You failed as a Wife, didn't you?!?
And you failed as a Mother?!?
I'd say you failed at everything!
Okay, think before you answer this: Just what—if anything—are you good at? Name ONE THING!
No, I didn't
No, I don't think—
That's not fair!
I'm a terrific crier!


Why can't a Father be as good a parent as a Mother?! Why should I be penalized because of my sex!? I say there is NO DIFFERENCE between a man and a woman!
Is that what you tell your Son?!?
Right!! He KNOWS there is no difference!
So THAT's why he plays "HOUSE" with little boys!?!

Tad . . . I've got good news and bad news! First, the bad news . . . you lost your case!!
Oh? And what's the good news??
It's going to cost you $15,000 for an appeal!
That's the GOOD news?!
It IS to ME!!
THE INDIAN WANTS "FORKED TONGUE"?
WHAT'S "FORKED TONGUE"?


Bawly . . . from now on, you're going to have to live with your Mother!
This all seems so UNREAL, Daddy!
What . . .? That we're parting?!?
No . . . that this is the SECOND TIME we've been here in Central Park, and we haven't been mugged!

You came to take Bawly away with you, right?
I was going to, but seeing the wonderful way you show him love, tenderness, devotion and understanding has made me change my mind completely!
You mean you want me to keep him?!
No, I want you to keep ME instead! Let's forget the bratty kid and be alone in Hawaii!!
Sounds real good to me!!
Mommy! Daddy!! Who's going to take care of me?!?
Why are you talking to us? Don't you know that little kids aren't supposed to talk to strangers?!?

ANTHEM IS AS ANTHEM DOES DEPT.

One of the most popular patriotic songs of all times is "America The Beautiful." Unfortunately, the words are simple and generalized, and have all but lost their meaning in these troublesome times. What we need is a new "America The Beauti-

MAD'S UP-DATED RELE

AMERICA THE BEAUTIFUL

O beautiful for ——(1)——,
For ——(2)——;
For ——(3)——,
——(4)——;
America! America! God shed His grace on thee;
——(5)——
——(6)——.

ful" that has lyrics appropriate and relevant to the world we live in today. So here's your opportunity to re-write this great hymn. Just fill in the numbered blanks with your choice from the corresponding numbered lists, and you'll have

VANT, DO-IT-YOURSELF

WRITER: FRANK JACOBS

' spacious skies
smog-filled skies
greasy fries
Nixon's lies
flabby thighs
loud hi-fi's
Christmas ties
rents that rise

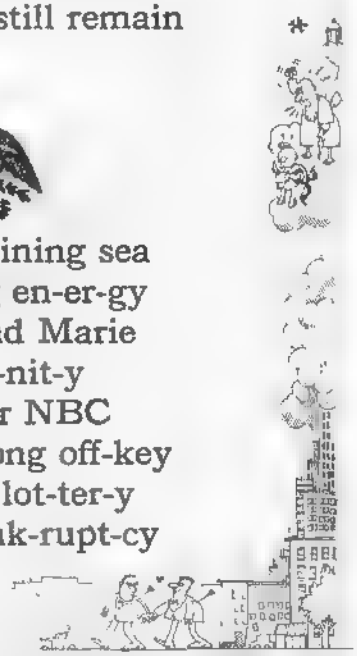
amber waves of grain
tons of rotting grain
films that dull our brain
good taste down the drain
spending that's insane
snorting bad cocaine
cars we can't maintain
Tarzan chasing Jane

purple mountain majesties
belching smoke from Factories
nu-clea-r catastrophes
modern-art monstrosities
situation comedies
money-grubbing charities
over-sized monopolies
unemployment miseries

above the fruited plain
which Carter can't explain
we need like flat champagne
and shows like "Super Train"
afflicting us with pain
and Stassen's last campaign
from Oregon to Maine
and debts that still remain

and crown thy good with brotherhood
we'll bravely guard our Visa Card
as prices rise, we'll improvise
we'll do our thing at Burger King
we'll get our kicks from porno flicks
we'll cel-e-brate the Welfare State
with joy we'll bless the I.R.S.
the end is near, but we'll stay here

from sea to shining sea
while wasting en-er-gy
for Donny and Marie
in-to e-ter-nit-y
and pray for NBC
and sing this song off-key
and play the lot-ter-y
and live in bank-rupt-cy



OPPOSITES DETRACT DEPT.

Many self-help books today teach us that YOU are fine, YOU are great, YOU are wonderful. But what about all the other people in the world? Well, THEY, as we all know, leave a lot to be desired. THEY are very different from YOU . . . as you will discover shortly when you read . . .

MAD's "TH

ARTIST: PAUL COKER

THEY
. . . are a bunch of "Yes"-men.

YOU
. . . show proper respect to superiors.

THEY
. . . are cheap.

YOU
. . . have learned the value of thrift.

THEY
. . . have lousy taste in clothes.

YOU
. . . believe the "inner you" is more important than surface appearances.

THEY
. . . would con their own Mother for a buck.

YOU
. . . have a keen mind for business.

THEY
. . . are a bunch of neurotics who couldn't cope if it weren't for their "shrinks".

YOU
. . . benefit from professional advice.

THEY
. . . are weak jellyfish who can be talked into anything.

YOU
. . . are flexible.

EY" and "YOU" Book

WRITER: FRANK JACOBS

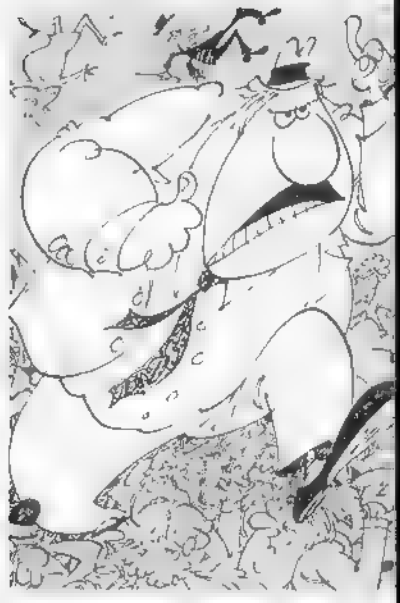
THEY
. . . let their kids run wild, like a pack of animals.

YOU
. . . believe in self-expression for young people.

THEY
. . . bad-mouth everyone they know.

YOU
. . . tell it like it is.

THEY
. . . are pushy.



YOU
. . . show self assertion.

THEY
. . . are a bunch of reactionary squares.

YOU
. . . have a deep regard for tradition.

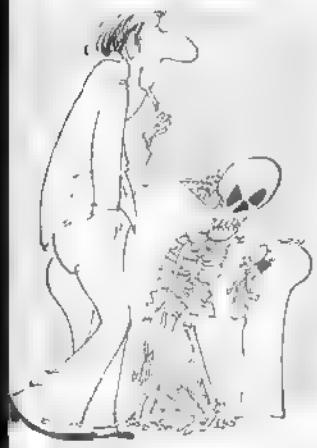
THEY
. . . ruthlessly claw their way to the top.

YOU
. . . take advantage of every opportunity.

THEY
. . . get drunk and embarrass everyone around them.

YOU
. . . are the life of the party.

THEY
. . . are never on time.



YOU
. . . pride yourself on not being run by the clock.

THEY
. . . can't hold onto a job.

YOU
. . . enjoy discovering new worlds to conquer.

THEY
. . . throw their money away, gambling.

YOU
. . . are intrigued by the laws of probability.

THEY
. . . are insensitive practical jokers.

YOU
. . . have a well-rounded sense of humor.

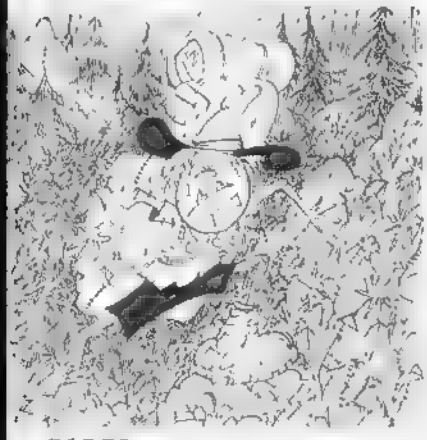
THEY
. . . can't be trusted to keep a secret.

YOU
. . . believe in open communication.

THEY
. . . go along with every ridiculous, half-baked new fad or craze.

YOU
. . . are a disciple of the New Age.

THEY
. . . camp out, get blisters and are eaten alive by mosquitos.



YOU
. . . enjoy roughing it.

THEY
. . . are fault-finding nit-pickers.

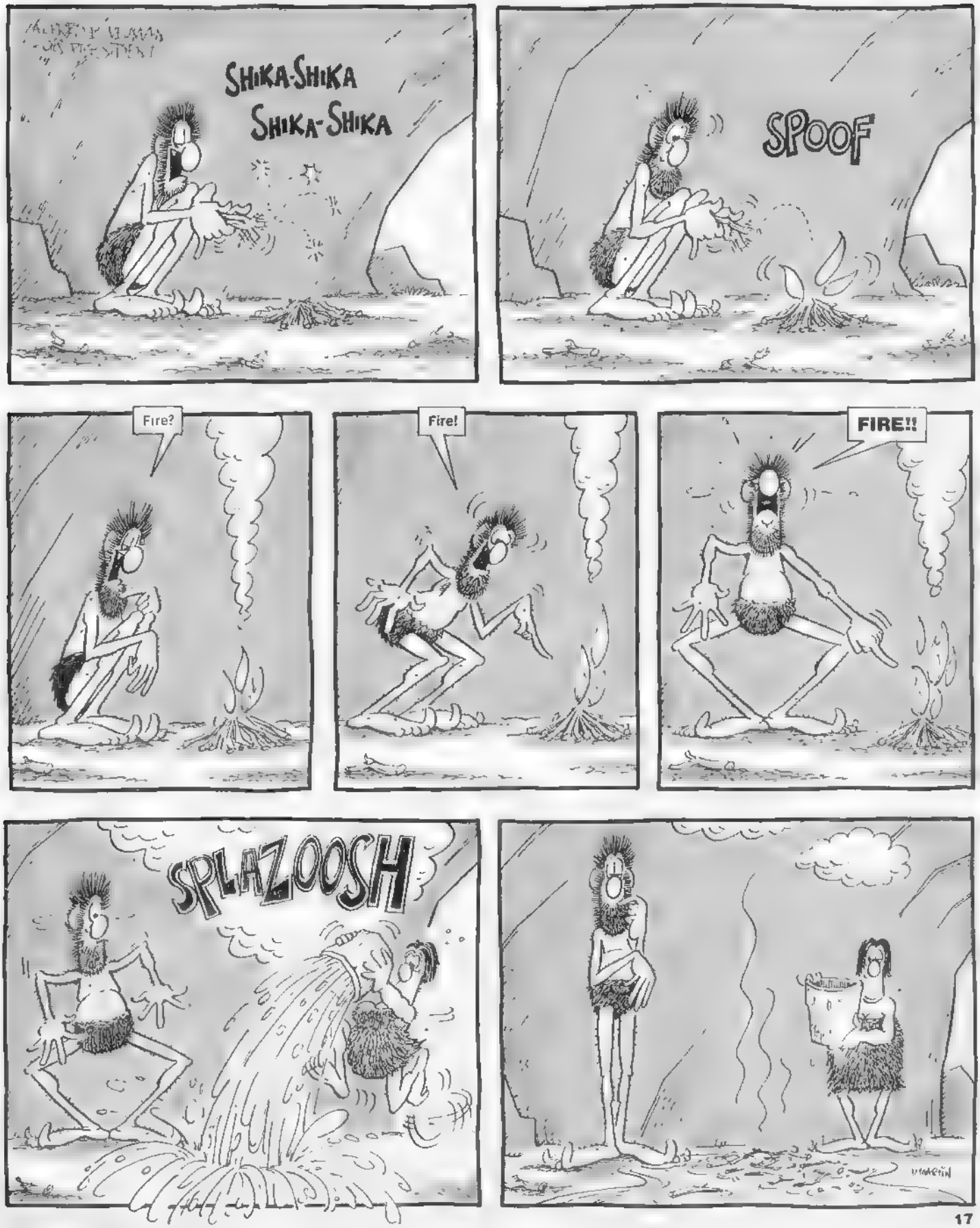
YOU
. . . have a good eye for detail.

THEY
. . . bore everyone by showing endless slides of their vacations.

YOU
. . . enrich your friends by exposing them to your discoveries in remote foreign cultures.'

DON MARTIN DEPT. PART I

ONE FINE DAY IN PREHISTORIC TIMES



GIVE US THIS DAY OUR DAILY DREAD DEPT.

The popular movies today deal mostly with horrible, terrible, disastrous topics—things like killer sharks, earthquakes, upside-down ships, giant apes, living dead people, and swarms of insects. All of

HORROR MOVIES based on

SUDDENLY . . . YOUR PEACE AND QUIET IS SHATTERED BY . . .

THE INVASION OF THE TRANSISTOR PEOPLE

Don't Try To Escape! THEY Won't Let You!

STARRING:

Barbra STRIDENT — Debbie BOOM — Janet BLARE — Helen TREBLE — Pat LOUD — Dorothy LOUDER & HOWL Linden

With A Special Guest Appearance By ROCK HUDSON As Gunga DIN

Miss Strident's Wardrobe by Bill BLAST

Based On A Story By Saul BELLOW

Directed By Orson WAILS

Doomed Souls, Trapped In A Terrible Hell With NO END IN SIGHT!!

SEVEN SISTERS PRODUCTIONS PRESENTS

THE LONG GAS LINE

Starring:

Glenn FORD — Chita RIVIERA — CHEVY Chase — CHEVETTE Mimieux — MERCEDES McCambridge — CADDY Grant — MERCURY Morris & Deborah Car

with Maria SHELL — Alan ARCO — MOBIL Mercer — GETTY Davis & Vittorio GASMAN Featuring Gregory OPEC

Screenplay By Mario PEUGEOT

Based On A Speech By Abraham LINCOLN

Produced And Directed By Carlo PONTIAC

Hear The Hit Song "Tanks For The Memory" Sung By Lou ROLLS

which makes us wonder—Why make movies about such unbelievable things when there are so many everyday true-life horrors we can really relate to? Let us develop this absurd premise for you with these

EVERYDAY DISASTERS

ARTIST: JACK RICKARD WRITER: FRANK JACOBS IDEA BY: MICHAEL J. SNIDER

Their Watchword Is TERROR!
Their Weapon Is FEAR!!
Their Target Is YOU!!!

RELENTLESS CREATURES ON THE PROWL!

1040 PRODUCTIONS PRESENT

THEY CAME FROM THE I.R.S.

starring:

TAX Von Sydow — AUDIT Murphy — Irene Dun — & — SHECKLES Green

with:

PENNY Marshall — Mike NICKELS — Myron COIN — & — Lorne GREENBACKS

Produced by BUCK Henry Directed by David LIEN

Hear The Hit Song "Everything I've Got Is Theirs" Sung by Johnny CASH

"They've spared no expense!"—Business Week

IT'S BACK . . . To Torment You . . . Embarrass You . . . Disgust You!

F. Lee BELLY presents

UNCONTROLLABLE CREEPING HORROR!

THE RETURN OF THE FLAB

STARRING:

Edie GOURMET — Robert SNACK — George GOBBLE — Robert GULP

Barbara HERSHEY — Ray BULGER — Blythe DINNER — Regis TUMMY

WITH:

Senta BURGER — Oscar WEINER — E. G. MORSEL — Larry STARCH

Screenplay by George PLUMPTON — Based On A Story By Rex STOUT — Music By FATS Waller — Orchestra Conducted By Charles MUNCH

"Fills the screen!"—Weight Watcher's Magazine

Human Zombies In A Terrifying World Of Darkness!

PANASONIC PICTURES PRESENTS

DEATH OF A PICTURE TUBE

THEY CRIED FOR HELP— BUT COULD THEY PAY THE PRICE?

Starring:

SONY Bono ☆ G. E. Marshall ☆ SYLVANIA Mangano ☆ Anna MAGNAVOX ☆ ZENITH Bethune

with Don KNOBS Red BUTTONS Lorretta SWITCH

and featuring Adam WESTINGHOUSE as "Black Man"

Screenplay By Gore VIDEO & Truman KAPUT

Based On A Remark By Coco CHANNEL

HE PREYS ON UNSUSPECTING VICTIMS!

RIP OFF PICTURES PRESENTS

THE REPAIRMAN

PLUS

Featuring

Vincent PRICE ★ BILL Cosby ★ Meryl STEEP ★ James CON

With

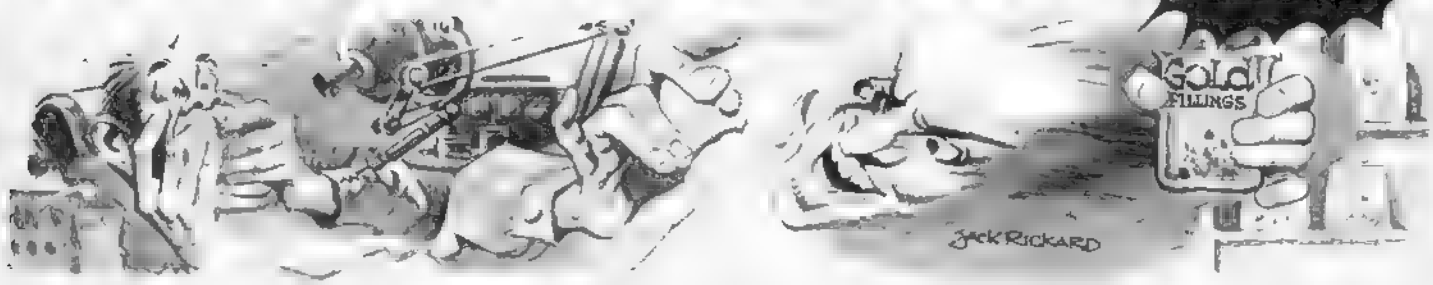
Bert PARTS and Rod LABOR

"You'll get a big charge out of it!"
—*National Inquirer*

It Disappeared Into Space . . . Never To Return!

THE LOST FILLING

THE MOST DEADLY KIND OF FALL OUT!



starring: Dick CAVITY ○ Monty HOLE ○ Rita GUM ○ ROOT Gordon ○ Jeff BRIDGE ○ Bucky DENTURE & The N.Y. YANKERS

Screenplay By Ogden GNASH

Based On The Book By Clare TOOTH LOOSE

From A Remark By AL CAPS

Music By Gustav MOLAR

"Hard-bitten drama that's pure gold!"
—Dental Age

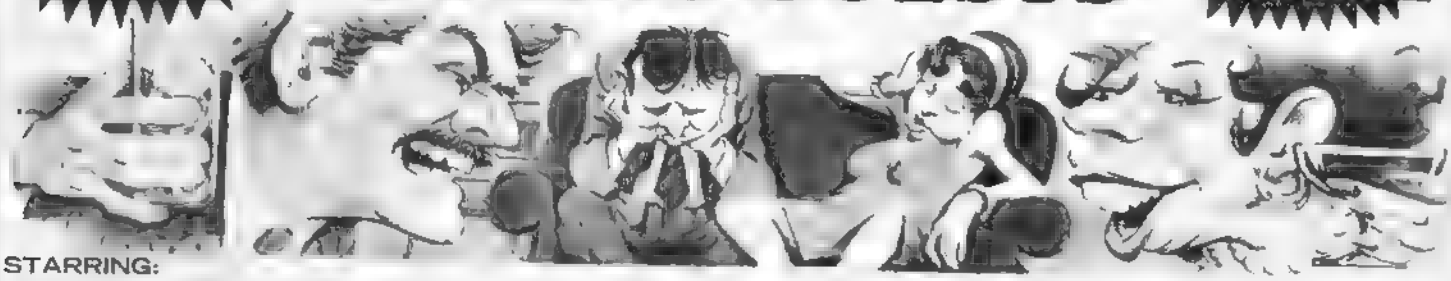
DON'T MISS THE EXCITING OPENING!

Their Pleasure Is Your Horror! Your Life Will Never Be The Same After . . .

CREATURES OF THE NIGHT WHO PREY ON YOU!

THE DAWN OF THE BORING GUESTS

UNINVITED THEY COME! UNWANTED THEY STAY!



STARRING:

Arlene DULL • Michael J. DULLARD • Kier DULLEA • Alain DULLON • Delores DULL RIO • Dom DULLOUISE • Harry DULLEFONTE

Screenplay By Gore **VIDULL** • Directed by Roy **DULL RUTH** • Produced By Dino **DULLARENTIIS**

You May NEVER Want To Use Your Phone Again
. . . After You've Been Put . . .

ON HOLD

Starring:

TONE E. Roberts • DIAL Waggoner • CALL Malden • RING O'Starr

Lucille BELL • Ruth BUSY • WAIT Newton & Virginia WAIT

"A film you can really get hung up on!"

–*The New York Times*

Days Of Agony! Nights Of Torture!

CONGESTED PRODUCTIONS PRESENTS

the bug that's going around

DRUGGED ACHING VICTIMS WITH NO RELIEF IN SIGHT!

IT INVADES OUR BODIES! TAKES OVER OUR SYSTEMS!

STARRING:

AIL MacGraw Loretta ★ HOARSE Bucholz Meryl ★ Candy BARF CHILL ★ FLU Ferrigno Guy

SWEAT ★ STREP ★ Wills ★ MEDICINE

with a cameo appearance by DRISTAN Hoffman

THIS MOTION PICTURE IS RATED "VIRUS X"

"It'll make you sick to your stomach!"-A.M.A. Journal

I just never seem to have enough money nowadays!
There IS a way to lick that! You have to HEDGE against inflation!
Oh? How do you hedge against inflation?
You INVEST in things, like houses, property, gold, silver, diamonds, antiques and fine art!
Hey! You are a FINANCIAL GENIUS! I'm gonna take your advice! I just have one problem! Since you're so wise in these matters, maybe you can help me out?
Sure thing! What's your problem??
WHERE do I get all the MONEY to HEDGE with?!

BERG'S-EYE VIEW DEPT.

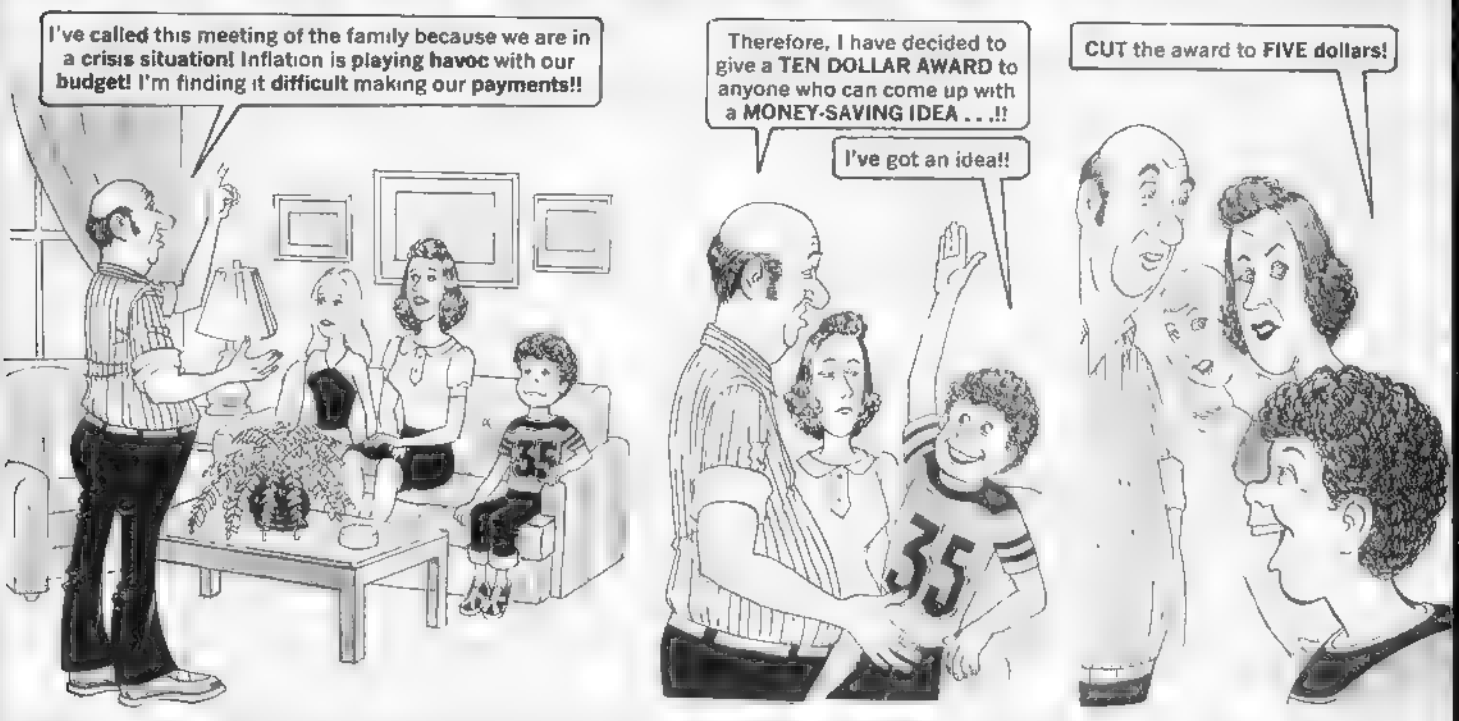
THE LIGHTER SIDE OF... INF

Cripes, this family's BUDGET is a MESS!!
I know how to save money! Let's buy a Washing Machine!! Then we won't have to spend money on Laundromats!
Hey . . . we bought an economy car to save money on our bus fares! We bought this house to save money on high rents! We bought a freezer to save money on our food bills . . .
You didn't answer my question! Can we BUY a money-saving Washing Machine . . .?
Absolutely NOT . . .!!
We CAN'T AFFORD to SAVE any more!!

What took you so long?
I was parking the car!!
How long does it take to park a car?!
I kept driving around, looking for an empty space, but I couldn't find one! As for the Parking Lots, their prices are outlandish!
Finally, I found ONE place to park where the price was REASONABLE!
VOTE
Where was that?
In a DRIVE-IN THEATER!

LATION

ARTIST & WRITER:
DAVE BERG


I've called this meeting of the family because we are in a crisis situation! Inflation is playing havoc with our budget! I'm finding it difficult making our payments!!
Therefore, I have decided to give a TEN DOLLAR AWARD to anyone who can come up with a MONEY-SAVING IDEA . . .!!
I've got an idea!!
CUT the award to FIVE dollars!

Excuse me, Sir! Is this your house?
If you're trying to SELL me anything, forget it! The one thing I DON'T need is MORE expenses!
I'm not trying to sell you anything! I was just looking over your house! I figure it's worth about $35,000!
Are you kidding?! Inflation has raised its value to $75,000!!
Why . . .? You interested in BUYING it?
Heck, no . . .
I'm the TAX ASSESSOR!!
You ___ tell me I'm pretty any more!
Why are you bothering me?! Can't you see I'm reading the Financial Page?! I just can't believe how HIGH the price of GOLD has risen in only a year!!
I'm fishing for a compliment, and your head is only into Finances! You won't even LOOK at me!!
Okay, so I'm looking at you! All I can see is that big BILL I had to pay for all your DENTAL WORK with the GOLD IN-LAYS!
There you go . . . back to Finances again! Can't you even say ONE NICE THING about me . . . ?!?
Sure I can . . . !!
Baby . . . you've got a "Million Dollar Smile"!!
Hmmm! There was something else I had to buy, and I can't think of it!!
Was it tuna fish . . . or cereal . . . or sugar . . . or coffee?
No . . . none of those things! ESPECIALLY not COFFEE!! I DON'T DRINK that awful stuff! It makes me nervous!
They have DECAFFEINATED Coffee, you know!
It's not the CAFFEINE that makes me nervous . . .
It's the Price!!

You kids don't really APPRECIATE what I've DONE for you!
What'd you do?
For years, I've worked like a dog . . . wheeled and dealed . . . planned and maneuvered . . . invested . . . did without . . . and concocted all kinds of brilliant financial deals!
And I DID all that so YOU kids could have what I NEVER HAD . . . !!
What was that?
A FATHER who's WAY OVER HIS HEAD IN DEBT!
The cost of Heating Oil has gone so high that I've had to put the thermostat way down!
How low did you put the thermostat?
Let me put it this way! Come in for a while—
—but DON'T ask me to take your hat and coat!
That kid of mine has no idea of what things COST today! I give him his allowance, and he blows it all in one day! Then, he has the nerve to ask me for MORE!
Why don't you TEACH your child the VALUE of a dollar?
I DID!! I sat him down . . . and I explained all about "INFLATION" and everything!
So . . . what happened?
NOW, he wants me to give him his allowance in JAPANESE YEN!!

What's that you're reading?! "PLAYBOY"?! All they show is pictures of NAKED GIRLS . and all they write about is SEX! It's DISGUSTING!!
Why can't you read something dignified and respectable . . . like "THE WALL STREET JOURNAL"?!
Le'me see what THEY write about!
"OIL COMPANIES' PROFITS JUMP BY BILLIONS WHILE RAISING GAS PRICES 85%"!
Oh, wow! Are you kidding?!
That's not only DISGUSTING . . . it's OBSCENE!!
Look at that! In spite of double digit inflation, our highways are still crowded with cars! In spite of the prices of everything going through the ceiling, our supermarkets are still full! In spite of the shrinking value of the dollar, people are still living in luxury homes with nice furniture and expensive appliances!
Alfred E. Neuman for President
Yessiree . . in spite of all these problems, the great "American High Standard of Living" STILL GOES ON . . . !
Yeah, but only a FOREIGNER . . . like an Arab Oil Sheik . can AFFORD IT!!
What's the matter with you?!? You look BEAT!
That's because I'm working on TWO JOBS!
Are things really THAT TOUGH??
You bet!! I have trouble just paying the RENT!!
Especially now that I live in a much more expensive apartment!!
If things are so tough, why did you move?!
WHO MOVED?!?
David Berg

Brain Surgeons and Concert Pianists have something in common: "VIH", or "Very Important Hands." And because of this importance to their careers, they usually have their hands insured. But what about other people with special physical characteristics or talents or abilities? Shouldn't they qualify for special coverage, too? We'll show you what we mean with . . .

SOME MAD EXAMPLES OF CELEBRITIES' HIGH-VALUE INSURANCE POLICIES

THE NONCOMMITAL INSURANCE COMPANY OF VIRGINIA

AMBIGUITY INSURANCE

INSURED:
Jimmy Carter
President of the United States

EFFECTIVE DATE:
January 20, 1977

BENEFICIARY
The Democratic National Committee

TERMS

WHEREAS . . .

the Insured has attained a recognized ability in the areas of skirting the issues, dodging embarrassing questions and equivocating in general . and . . .

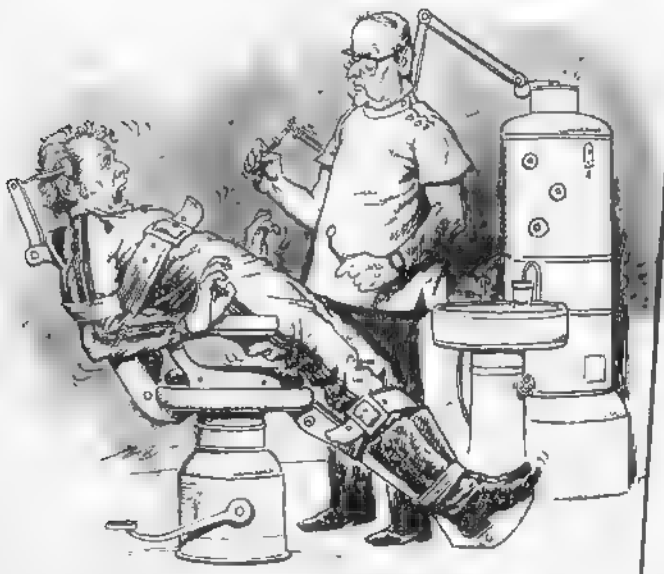
WHEREAS . . .

any loss of the Insured's ambiguity could well cost him a second term as the President of The United States .

THEREFORE . . .

ANY CERTIFIED LOSS OF AMBIGUITY* SHALL BE COMPENSATED IN ACCORDANCE WITH THE CONDITIONS OF THIS POLICY

*Including the reduction or complete loss of Insured's capabilities for ducking, avoiding, evading, deferring, delaying, postponing or rescheduling matters of national importance.



ARTIST: HARRY NORTH, ESQ. WRITER: DENNIS SNEE

LLOYD'S OF WICHITA

INSURANCE WRITERS FOR SPECIALIZED INTANGIBLES

PAIN THRESHOLD INSURANCE

NAME OF INSURED:
Evel Knievel

DATE OF ISSUE:
November 1, 1977

LLOYD'S OF WICHITA

agrees to make monetary compensation for any reduction of pain tolerance or decrease in pain threshold that renders the insured unable to endure injuries including but not limited to those described in the paragraphs below which the insured might sustain in the course of the pursuit of his normal (?) vocational activities

(1) WIPING OUT DURING MOTORCYCLE JUMPS OVER CARS, BUSES, BUILDINGS OR SHARK-INFESTED SWIMMING POOLS.

(2) PLUNGING, CAREENING, TRIPPING, DIVING OR OTHERWISE FALLING FROM ANY PRECIPICE, AND STRIKING ROCKS, BOULDERS, OUTCROPS, ONLOOKING FANS OR OTHER SIMILAR INANIMATE OBJECTS.

(3) FAILING TO CLEAR THE GRAND (OR ANY OTHER) CANYON VIA MOTORCYCLE SKATEBOARD, POGO STICK, POLE VAULT OR ATOMIC-POWERED ROLLER SKATES

PURSUANT TO TERMS AND STIPULATIONS ENUMERATED IN THE FOLLOWING PAGES

NEW ENGLAND TEMPERAMENTAL

"Insuring Personality Traits Of The Eccentric For 75 Years"

Prissiness Insurance

NAME OF INSURED

Tony Randall

POLICY NUMBER

5 893 76 446

ENDORSEMENT

'Basic indemnities for this policy shall be payable upon receipt of statement by Wife, or Children, or Psychiatrist, that the Insured

TONY RANDALL

has ceased to demonstrate prissy tendencies for period of one year

Proof of the Insured's loss of his prissiness, his most identifiable personality trait and his primary asset as a Talk Show Guest, may be challenged, and final determination of claim validity shall be based on behavior exhibited by the Insured on at least one (1) such Talk Show.

ANATOMICAL PARTS INSURANCE COMPANY OF BEVERLY HILLS

hereby issues

NOSE INSURANCE

to

Barbra Streisand

POLICY DATE:

May 25, 1967

EXPLANATION OF COVERAGE

This policy provides guaranteed indemnities in the event of damage or injury to and illness or theft of the Insured's famous physical trademark and logo her proboscis, also known as her nose, schnoz, magnificent beak, horn of plenty fresh air exchanger, pollen-catcher, great honker, facial divide, Son of Durante and "Part of 1000 Sneezes."

ADDENDUM

This policy shall hereby provide Double Indemnity in the event that the nose is forcibly fixed, bobbed or straightened without explicit consent in writing by the Insured.

NASAL HAIR CONTINGENCY

Due to the extraordinary value of the aforementioned nose, associated nasal hairs shall be included in this coverage pursuant to an accurate inventory of the individual hairs by Prize-Waterhose, Independent accountants.

PEDANTIC OF MASSACHUSETTS

"Insurance Underwriters For The Erudite Academician and Most Abstract Concepts"

VOCABULARY INSURANCE

NAME OF INSURED:

William F. Buckley Jr.

POLICY DATE:

August 16, 1975

SINCE

the Insured relies upon the range, aptness and total obscurity of his vocabulary to an inordinate degree,

AND SINCE

any diminution of said vocabulary would be baneful and deleterious to his remunerative public image,

THEREFORE BENEFITS WOULD BE FORTHCOMING IN ANY OR ALL OF THE FOLLOWING CASES:

(1)

If the Insured is forced to consult a lexicon to establish the etymology of any word with less than 4 syllables

(2)

If the Insured is unable to truncate, vitiate or etiolate tendentious rodomontades by liberal janissaries, or

(3)

If the Insured is unable to grasp any portion of this Insurance Policy without resorting to use of a Dictionary.

THIS POLICY SHOULD BE READ CAREFULLY AND FULLY UNDERSTOOD. FOR ANYONE OTHER THAN THE INSURED, THIS COULD TAKE TIME.

INCOGNITO MUTUAL OF INDIANA

"America's Least-Known Insurance Company"

ANONYMITY INSURANCE

NAME OF INSURED:
Walter Mondale
Vice President, U. S. A.

POLICY NUMBER:
820 337 916 8

DATE OF ISSUE:
January 20, 1977

Incognito Mutual Of Indiana hereby certifies that the above named Insured is covered for loss of anonymity resulting from any or all of the following:

(1) Conspicuous or noteworthy achievement of any kind, in or out of government.

(2) Accession for any reason to the office of President of the United States

(3) Election or appointment to any office (or position) of greater importance or increased visibility, including.

(a) School Board Commissioner, Cheyenne, Wyoming

(b) Animal Control Officer, Medford, Oregon

(c) Building Inspector, Hobbs, New Mexico

Incognito Mutual Of Indiana will consider the Insured to have lost his anonymity when (1) he is no longer sufficiently unknown to qualify for any American Express Commercials, or (2) his children are able to recognize him when they are in need of their allowances or other paternal assistance.

The BERLITZ NATIONAL INSURANCE GROUP
(AFFILIATED WITH THE BERLITZ SCHOOLS OF LANGUAGE)

Issues The Following

Accent Insurance

To

Charo Gutchy-Gutchy

Policy Number:

567 098 203937576

CERTIFICATE

This policy provides full coverage against any lapses into correct pronunciation, or loss of accent which may directly or indirectly result in:

(1) Perceptible decline in her popularity due to loss of her famous "trademark".

(2) Cancellation of TV shows.

(3) Being forced to carry on her career in Show Business by relying upon nothing but her God-given talent and ability

DUE TO RECENT FEDERAL REGULATIONS, THIS POLICY HAS BEEN WRITTEN IN A PLAIN, EASY-TO-UNDERSTAND ENGLISH FOR THE BENEFIT OF THE INSURED. IT IS ALSO AVAILABLE TO HER IN A BEARLY DECYPHERABLE "CUTSEY" ENGLISH WITH APPROPRIATE ACCENT DISTORTIONS.

STOICAL LIFE OF CALIFORNIA

Facial Immobility Insurance

ISSUED TO

Clint Eastwood

POLICY NUMBER

T71 903 562 F1

ENDORSEMENT

In accordance with the stated terms and listed limitations of this policy,

STOICAL LIFE OF CALIFORNIA

agrees to pay benefits as stipulated in the event that the Insured, namely

Clint Eastwood

appears in any feature film in which he registers a visible emotion of any kind, thereby ending his streak of 31 starring roles without one clue as to his inner feelings, motivations or reactions to the characters around him.

DOUBLE INDEMNITY PROVISION

Benefits at twice the basic rate will accrue to the Insured in the extremely unlikely event that he displays two (2) emotions in the same picture.

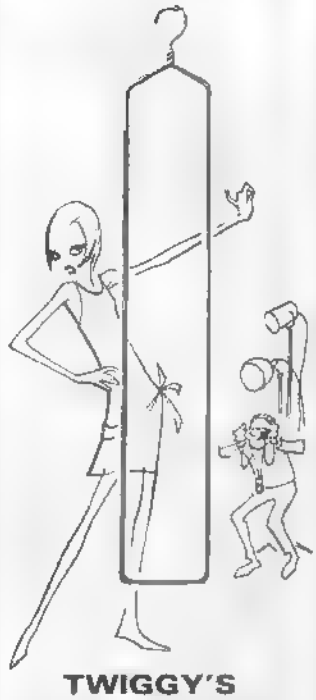
THIS POLICY SHOULD BE KEPT IN A SAFE PLACE ALONG WITH OTHER DOCUMENTS WHICH MIGHT BE DIFFICULT TO REPLACE . . . SUCH AS FAVORABLE REVIEWS OF THE SAID INSURED'S PAST PERFORMANCES.

BENT OFFERINGS DEPT.

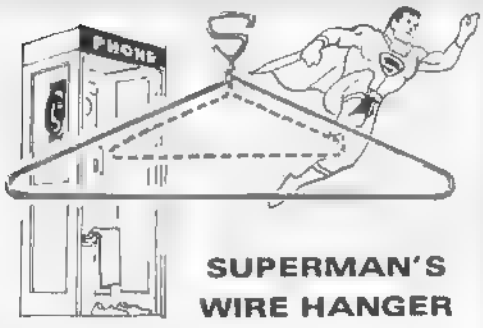
MORE LEGENDAR

AHAB'S
WIRE HANGER

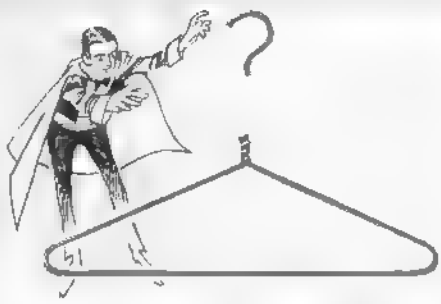
VENUS DE MILO'S
WIRE HANGER



TWIGGY'S
WIRE HANGER



SUPERMAN'S
WIRE HANGER



HOUDINI'S WIRE HANGER

LITTLE JACK
HORNER'S
WIRE HANGER

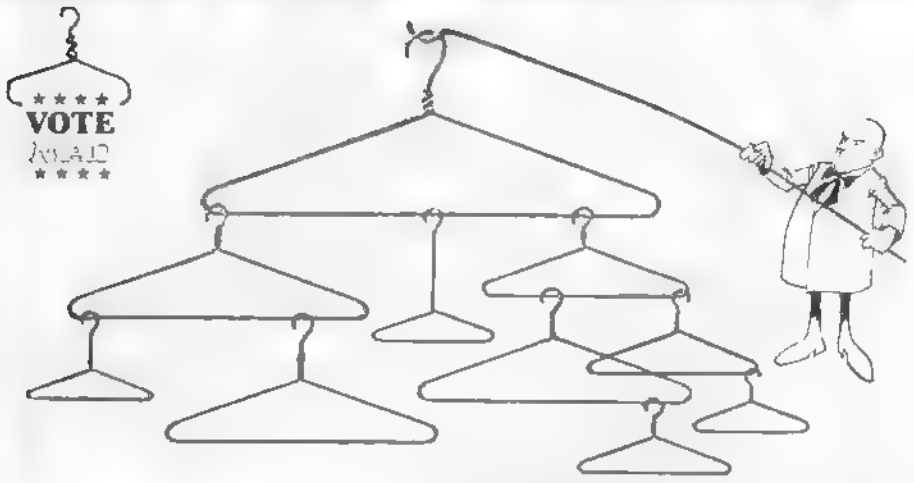
DEAN MARTIN'S
WIRE HANGER

SIVA'S
WIRE HANGER

CONFUCIUS'S
WIRE HANGER

Y WIRE HANGERS

ARTIST: BOB CLARKE WRITER: PAUL PETER PORGES WITH JOHN RIOS



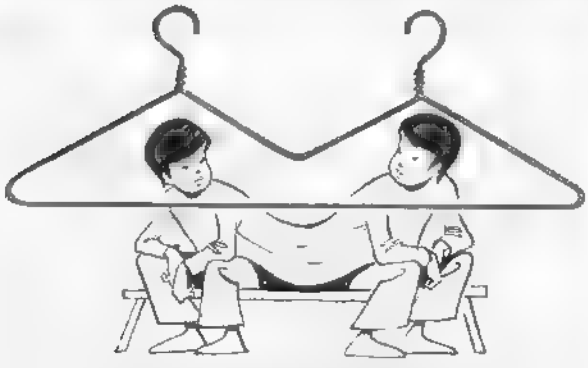
ALEXANDER CALDER'S WIRE HANGER

KING DAVID'S WIRE HANGER

CHEOPS' WIRE HANGER

GLORIA STEINEM'S WIRE HANGER

HUMPTY DUMPTY'S WIRE HANGER

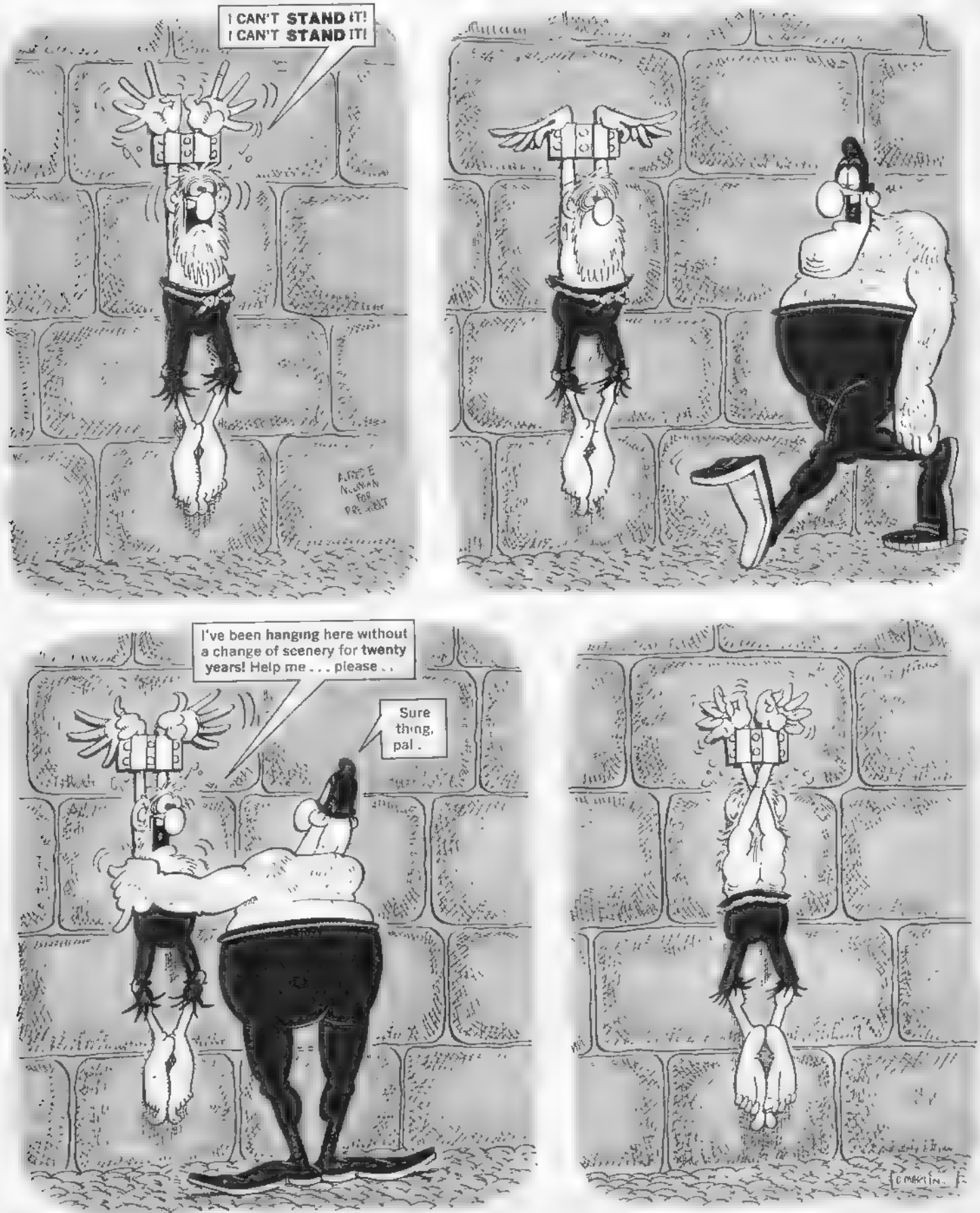


THE SIAMESE TWINS' WIRE HANGER

LIBERACE'S WIRE HANGER

DON MARTIN DEPT. PART II

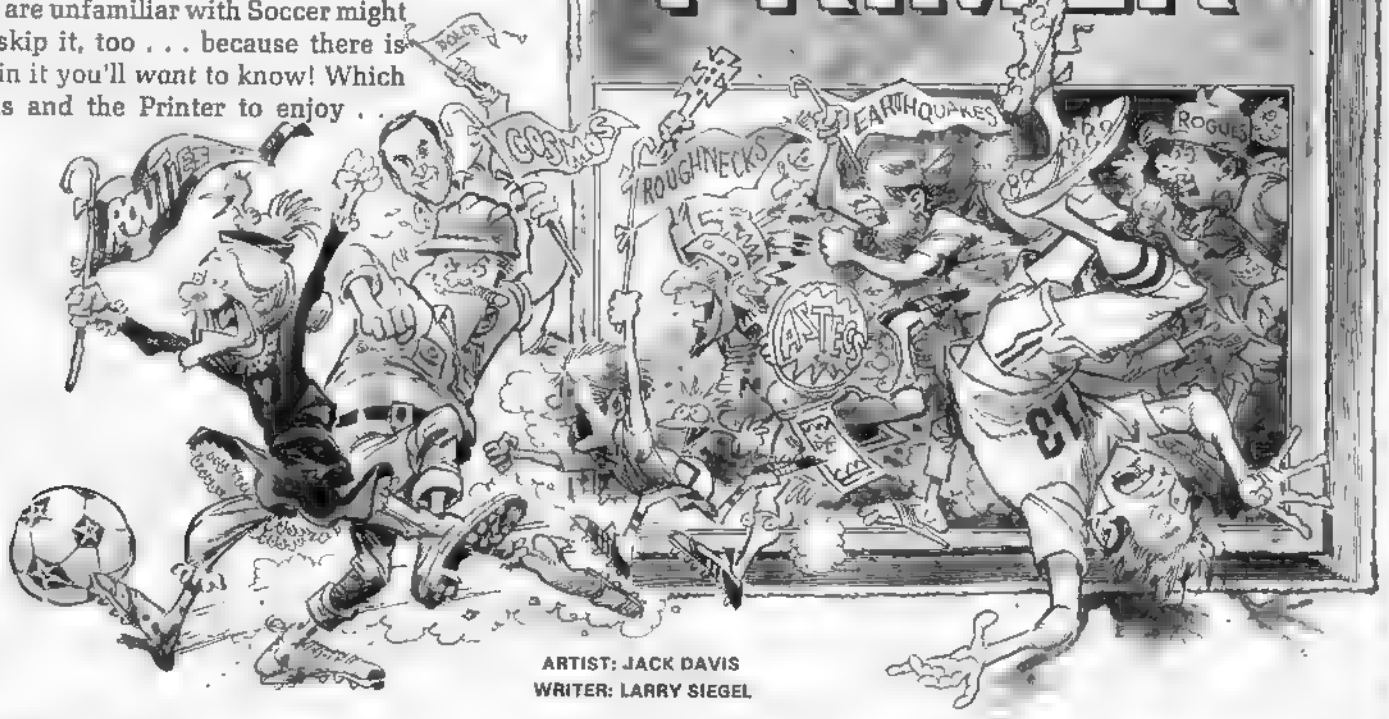
ONE FINE DAY IN THE MIDDLE AGES


I CAN'T STAND IT!
I CAN'T STAND IT!
I've been hanging here without a change of scenery for twenty years! Help me . . . please . .
Sure thing, pal .

FEET ACOMPLI DEPT.

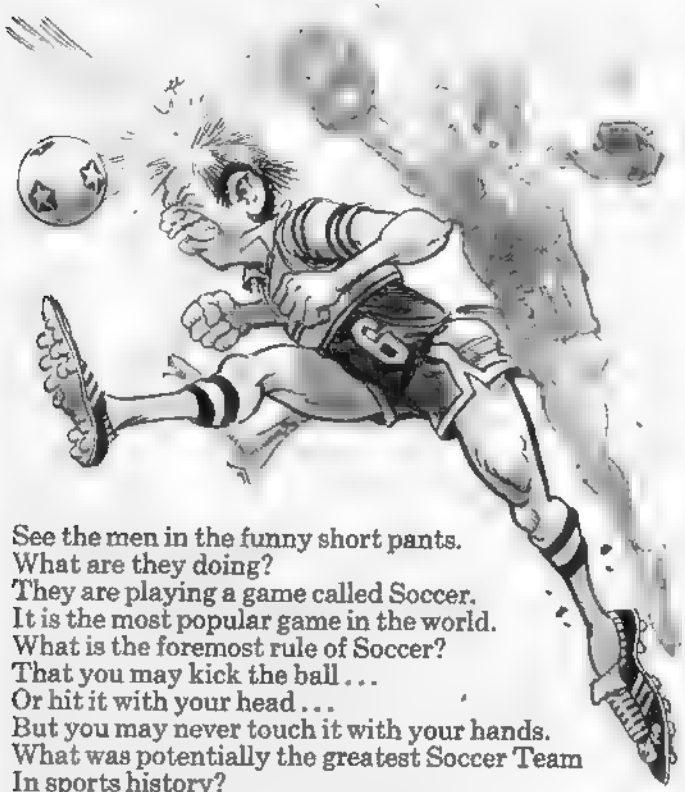
One of the newest and fastest-rising sports here in the United States is also one of the oldest and most popular sports in just about every other country in the world. We're referring, of course, to Soccer. Those of you who are familiar with Soccer might as well skip this article . . . because there is nothing in it you don't know! Those of you who are unfamiliar with Soccer might as well skip it, too . . . because there is nothing in it you'll *want* to know! Which leaves us and the Printer to enjoy . . .

THE MAD SOCCER PRIMER



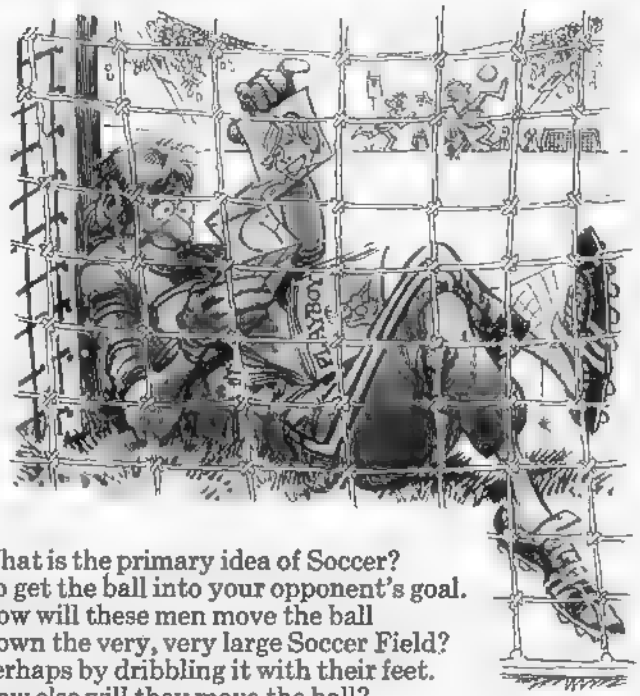
ARTIST: JACK DAVIS
WRITER: LARRY SIEGEL

Chapter One



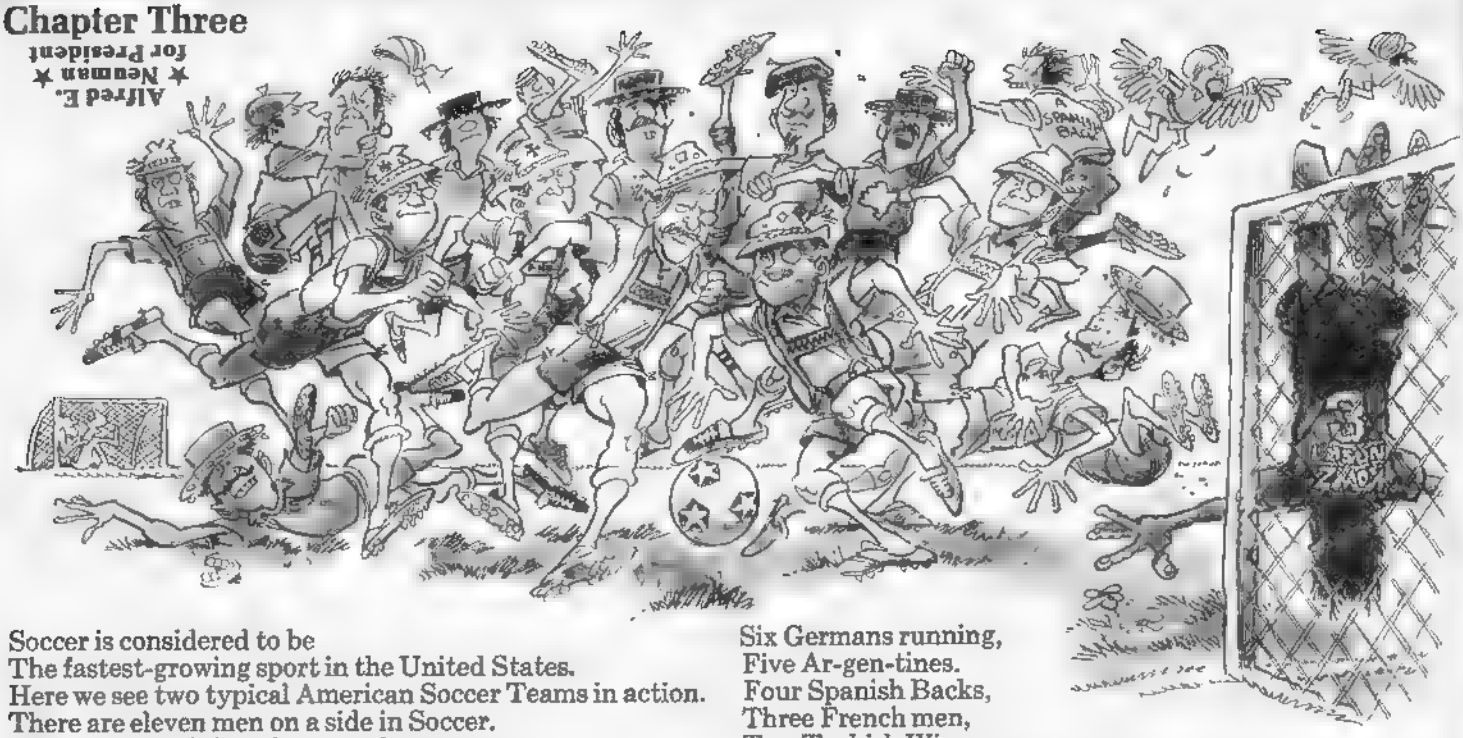
See the men in the funny short pants.
What are they doing?
They are playing a game called Soccer.
It is the most popular game in the world.
What is the foremost rule of Soccer?
That you may kick the ball . . .
Or hit it with your head . . .
But you may never touch it with your hands.
What was potentially the greatest Soccer Team
In sports history?
Probably the 1979 New York Mets.

Chapter Two



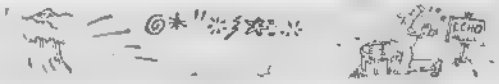
What is the primary idea of Soccer?
To get the ball into your opponent's goal.
How will these men move the ball
Down the very, very large Soccer Field?
Perhaps by dribbling it with their feet.
How else will they move the ball?
Perhaps by passing it with kicks.
When do you think one team will get the ball
Close enough to take a shot at the other goal?
Perhaps by next Thursday.

Chapter Three

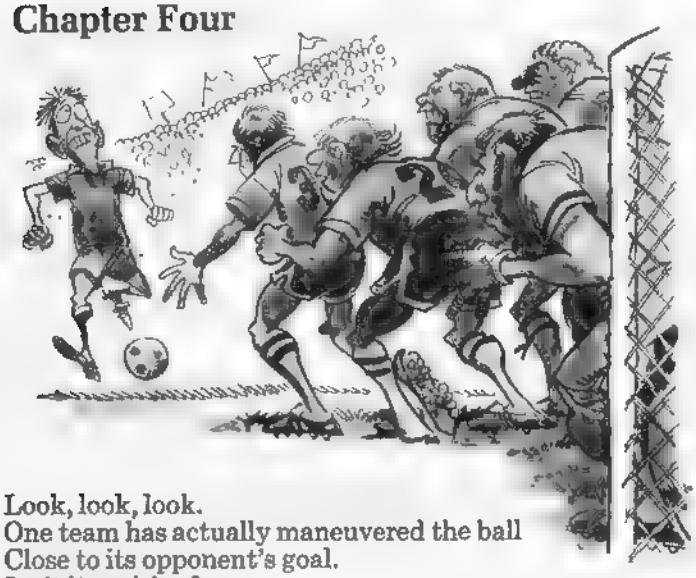


Soccer is considered to be
The fastest-growing sport in the United States.
Here we see two typical American Soccer Teams in action.
There are eleven men on a side in Soccer.
How can we tell that these 22 players
Make up two typical American Soccer Teams?
Because on the field, this is what we see . . .
(And suppose, instead of saying it,
We sing it . . .)

Six Germans running,
Five Ar-gen-tines.
Four Spanish Backs,
Three French men,
Two Turkish Wings,
And a pair o-of Polish Goal-ies!
How come there are no Canadians playing American Soccer?
Because they are busy in Chicago and Boston and Detroit
Playing American Hockey!

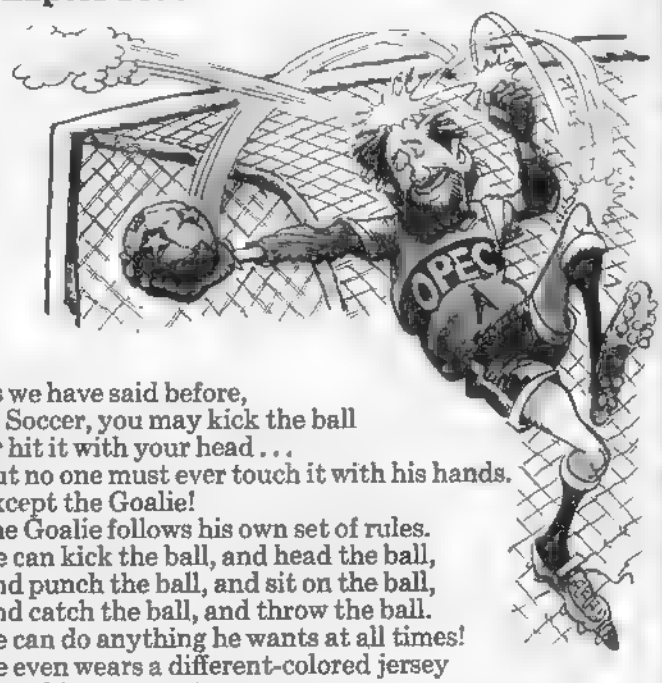


Chapter Four



Look, look, look.
One team has actually maneuvered the ball
Close to its opponent's goal.
Isn't it exciting?
This the first time it has happened today.
And they have only been playing for 78 minutes!
Now, all they have to do is penetrate a defensive wall
Of two Center-Backs, a Right-Back, and a Left-Back . . .
Not to mention the Goalie . . .
And they might get a shot at the goal.
What are the chances of scoring in Soccer?
About the same as Truman Capote's chances of scoring
At the office Christmas Party of Cosmopolitan Magazine.

Chapter Five

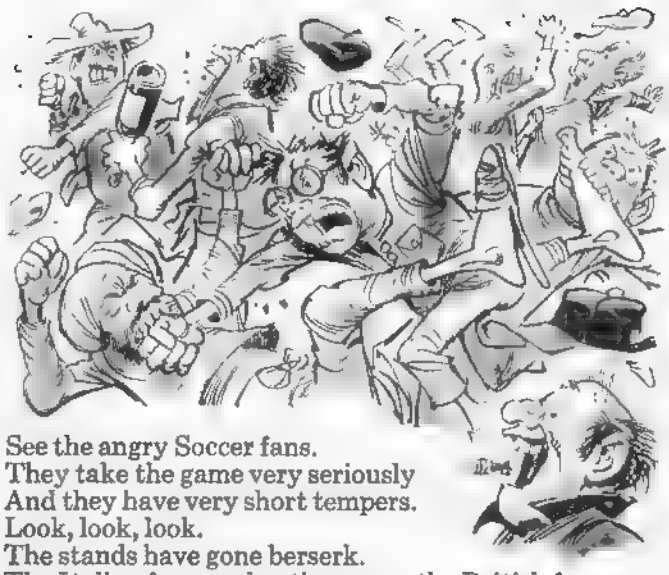


As we have said before,
In Soccer, you may kick the ball
Or hit it with your head . . .
But no one must ever touch it with his hands.
Except the Goalie!
The Goalie follows his own set of rules.
He can kick the ball, and head the ball,
And punch the ball, and sit on the ball,
And catch the ball, and throw the ball.
He can do anything he wants at all times!
He even wears a different-colored jersey
Than his team-mates.
The Goalie is a very important and powerful person.
What will this Goalie do when he retires from Soccer?
Either become the Dictator of a South American country
Or Chairman of OPEC.

Chapter Six

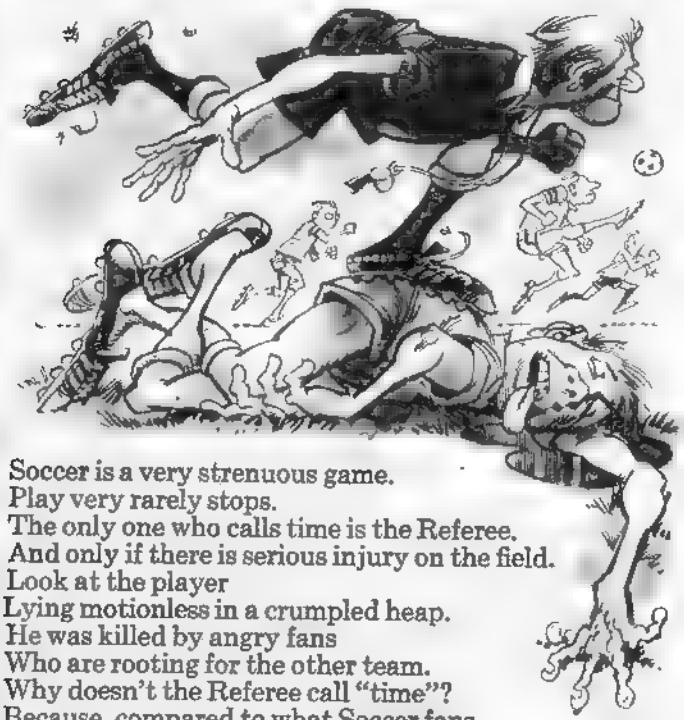
See the crowd watching an American Soccer game.
A Soccer crowd is a lot like the United Nations.
Why is that?
Because it is comprised of people
Of all different nationalities?
Partly . . .
But also because they make a lot of noise
And they usually accomplish nothing.
South Americans are fascinated
By the teamwork in Soccer.
Europeans are fascinated
By its finesse.
Asians are fascinated
By its competitive spirit.
Why are Americans fascinated by Soccer?
Because they want to see for themselves
If it's true that Soccer
Is the only sport ever created
That is more boring than Baseball.

Chapter Seven



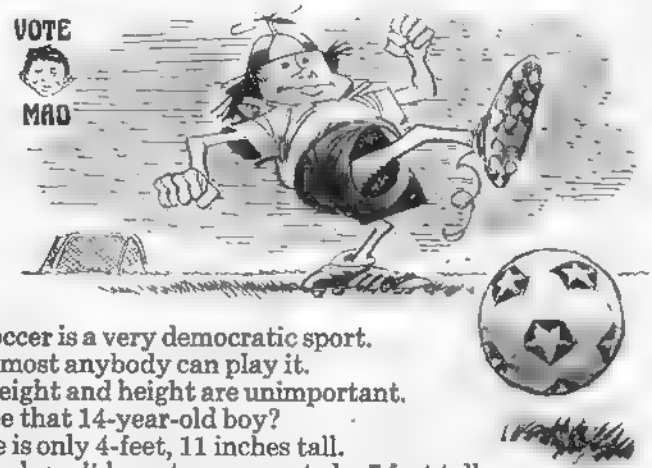
See the angry Soccer fans.
They take the game very seriously
And they have very short tempers.
Look, look, look.
The stands have gone berserk.
The Italian fans are beating up on the British fans.
The Brazilian fans are belting the Portuguese fans.
The Indonesian fans are pounding the Egyptian fans.
Isn't this dreadful? !
Isn't it inexcusable? !
It sure is! !
Don't they realize that
Because of this terrible racket they're making,
They just woke up the American fans? !

Chapter Eight



Soccer is a very strenuous game.
Play very rarely stops.
The only one who calls time is the Referee.
And only if there is serious injury on the field.
Look at the player
Lying motionless in a crumpled heap.
He was killed by angry fans
Who are rooting for the other team.
Why doesn't the Referee call "time"?
Because, compared to what Soccer fans
Usually do to rival players,
Death is not considered a serious injury.

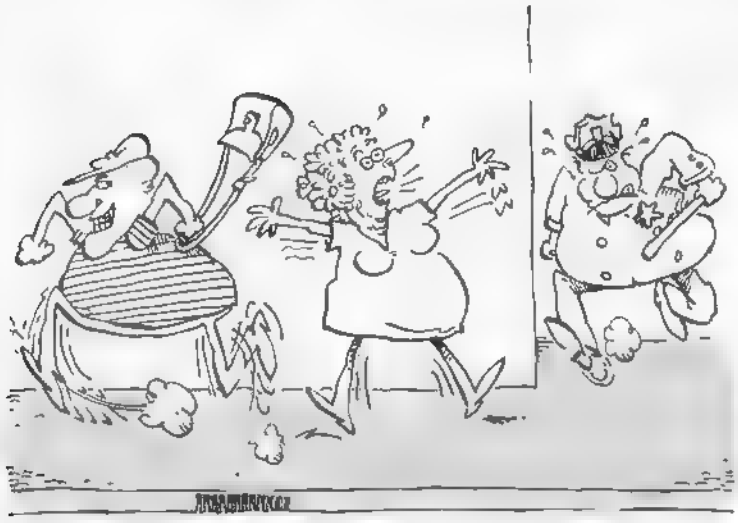
Chapter Nine

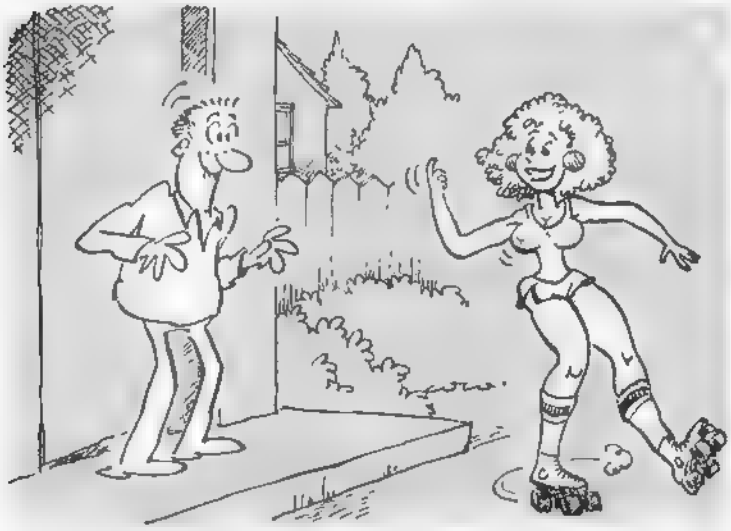


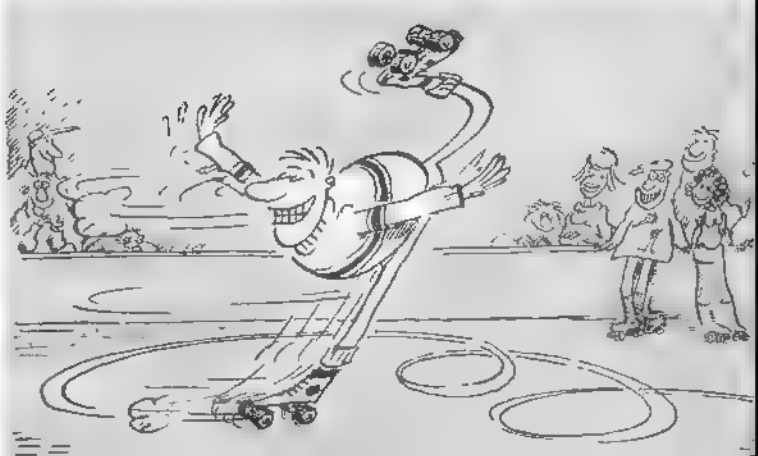
Soccer is a very democratic sport.
Almost anybody can play it.
Weight and height are unimportant.
See that 14-year-old boy?
He is only 4-feet, 11 inches tall.
He doesn't have to grow up to be 7 feet tall
So he can look like Bill Walton
And play Professional Basketball.
Instead, he can grow up to be only 5 feet 8 inches tall
And look like Pelé
And play Professional Soccer.
But supposing he doesn't grow up at all! ?
That's okay, too.
He can always look like Paul Williams
And write songs.
Come to think of it,
Who needs Soccer? ! ?

ROCKIN' THE ROLLERS DEPT.

A MAD LOOK AT...







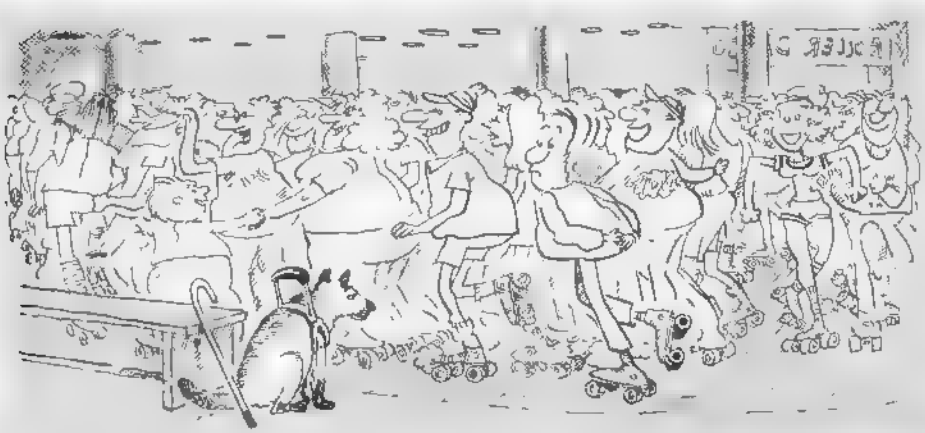
SKATING

ARTIST & WRITER: SERGIO ARAGONES

WAX

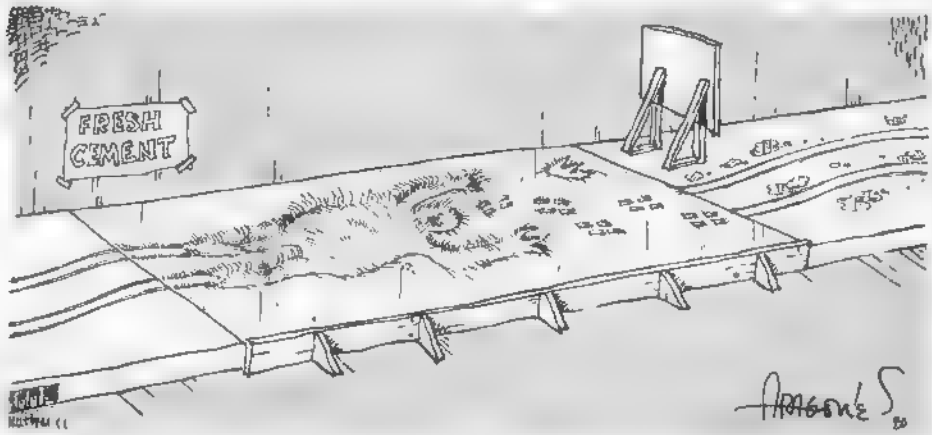
TAXI

TAXI



ROLLERSKATING
SCHOOL
INSTRUCTOR

Alfred E. Neuman for President



RETAL-ELATION DEPT.

JUST ONCE, w

. . . find a Cop when you need one!

. . . spill coffee on a Waitress!

. . . yell at the Boss for being late!

. . . have a blind date turn out to be the girl of your dreams!

. . . and have her feel the same way about you!

. . . think of the perfect put-down the minute you need it, not two days later.

. . . charge your Doctor for all the time you spent in his waiting room!

. . . hear some Medical news that's right up your alley!

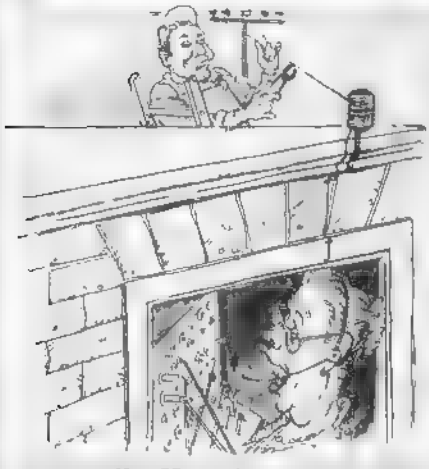
. . . make a Repairman lose almost a whole day's work waiting for you!

WRITER: DICK DE BARTOLO ARTIST: HARRY NORTH, ESQ.

OULDN'T YOU LIKE TO

. . . hear some encouraging news from the Government!

. . . get on the line that moves the fastest!



. . . cut off a Telephone Operator while she's talking to a friend!

. . . pass up a cab driver, leaving him standing outside in the rain!

. . . see a famous Designer wearing something with your name on it!!

. . . see a Cigar Smoker get deathly ill from the odor of your cologne.

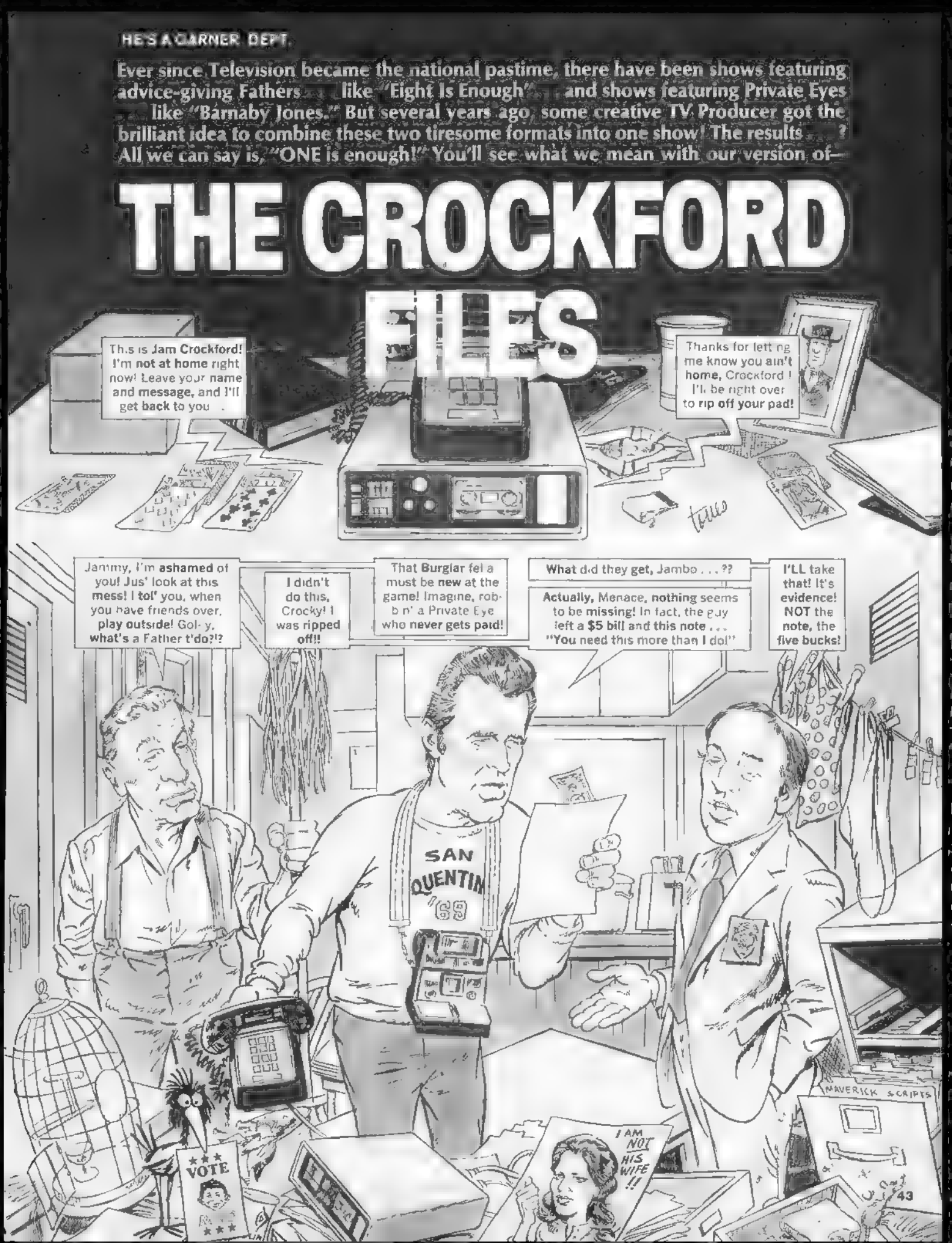
. . . ignore a Waiter who's in a big hurry. .

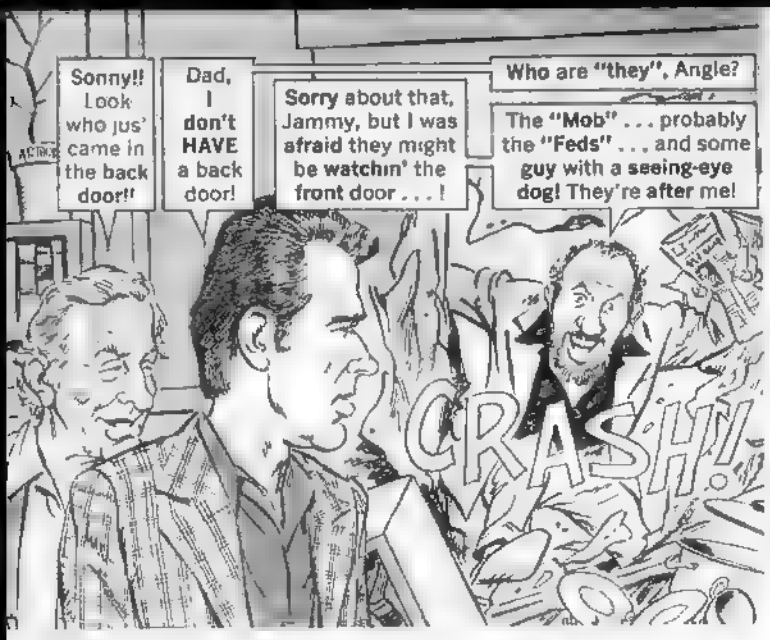
. . . be the person they call to ask what you think of the show that's on the TV!

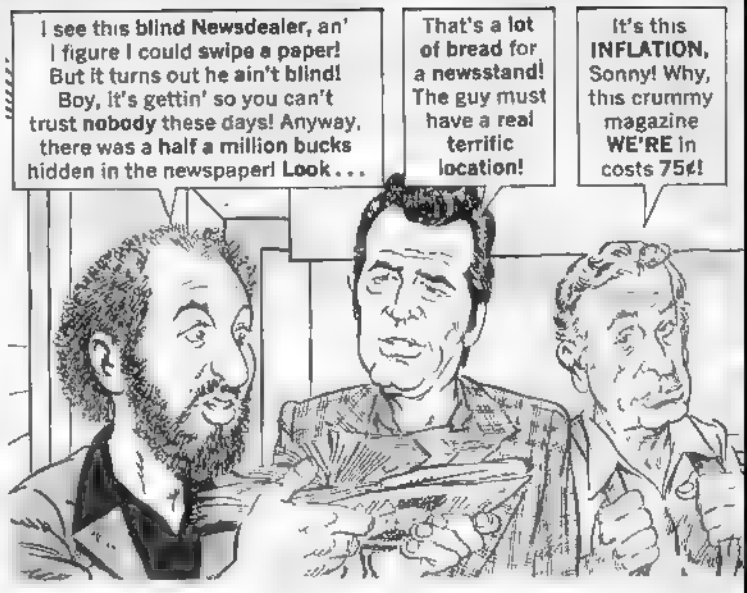
ONE FINE DAY ABOUT TWO WEEKS AGO

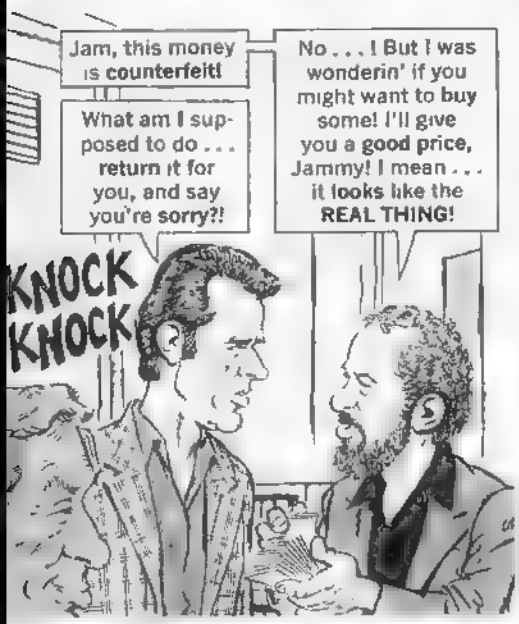
Ever since Television became the national pastime, there have been shows featuring advice-giving Fathers . . . like "Eight Is Enough" . . . and shows featuring Private Eyes . . . like "Barnaby Jones." But several years ago, some creative TV Producer got the brilliant idea to combine these two tiresome formats into one show! The results . . . ? All we can say is, "ONE is enough!" You'll see what we mean with our version of—

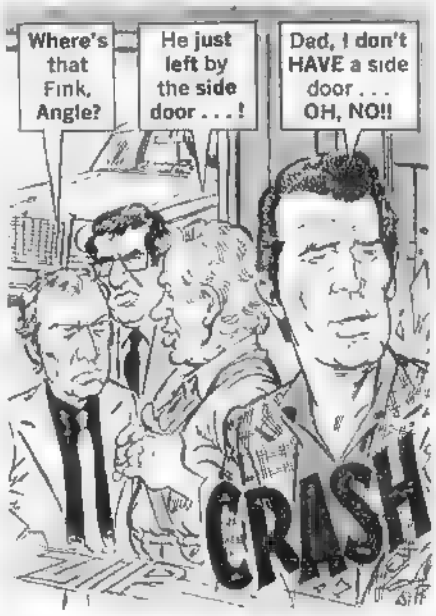
THE CROCKFORD FILES

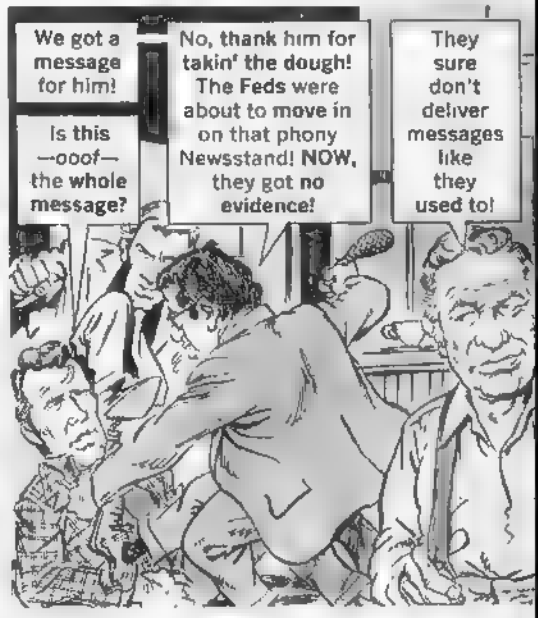

This is Jam Crockford! I'm not at home right now! Leave your name and message, and I'll get back to you . . .
Thanks for letting me know you ain't home, Crockford! I'll be right over to rip off your pad!
Jammy, I'm ashamed of you! Jus' look at this mess! I tol' you, when you have friends over, play outside! Golly, what's a Father t'do?!?
I didn't do this, Crocky! I was ripped off!!
That Burglar fella must be new at the game! Imagine, robbin' a Private Eye who never gets paid!
What did they get, Jambo . . . ??
Actually, Menace, nothing seems to be missing! In fact, the guy left a $5 bill and this note . . . "You need this more than I do!"
I'LL take that! It's evidence! NOT the note, the five bucks!
SAN QUENTIN '69
VOTE
I AM NOT HIS WIFE!!
MAVERICK SCRIPTS


Sonny!! Look who jus' came in the back door!!
Dad, I don't HAVE a back door!
Sorry about that, Jammy, but I was afraid they might be watchin' the front door . . . !
Who are "they", Angle?
The "Mob" . . . probably the "Feds" . . . and some guy with a seeing-eye dog! They're after me!
CRASH!!

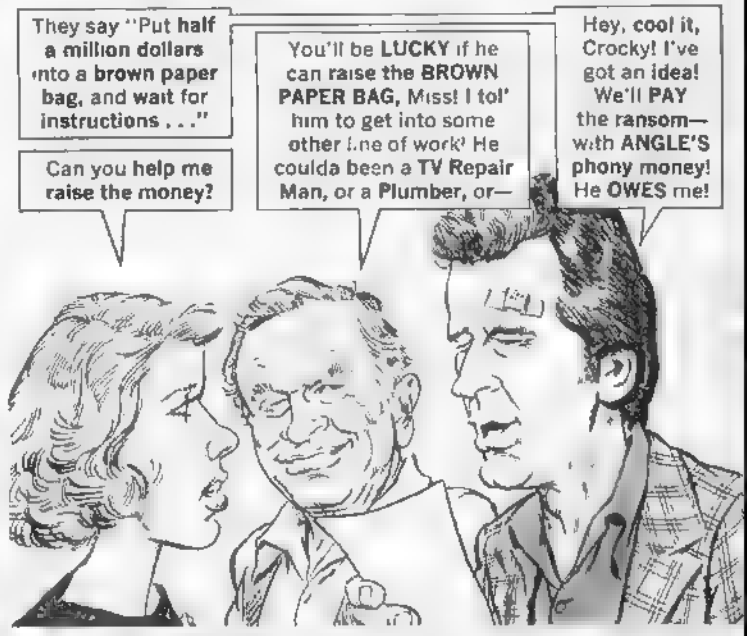

I see this blind Newsdealer, an' I figure I could swipe a paper! But it turns out he ain't blind! Boy, it's gettin' so you can't trust nobody these days! Anyway, there was a half a million bucks hidden in the newspaper! Look . . .
That's a lot of bread for a newsstand! The guy must have a real terrific location!
It's this INFLATION, Sonny! Why, this crummy magazine WE'RE in costs 75¢!


Jam, this money is counterfeit!
What am I supposed to do . . . return it for you, and say you're sorry?!
No . . . ! But I was wonderin' if you might want to buy some! I'll give you a good price, Jammy! I mean . . . it looks like the REAL THING!
KNOCK KNOCK




We got a message for him!
Is this —ooof— the whole message?
No, thank him for takin' the dough! The Feds were about to move in on that phony Newsstand! NOW, they got no evidence!
They sure don't deliver messages like they used to!

Mr. Crockford . . . I want you to find my Sister! I THINK she's been kidnapped!
Miss, I'm sure she wasn't kidnapped! A lot of people just go away for a few days to sort things out, to try to find their identities!
There's a LOT of that goin' aroun'— especially on TV!
Oh . . . you're probably right! I feel better already! But, this RANSOM NOTE still bothers me a little . . . !
ORIGINAL CAST

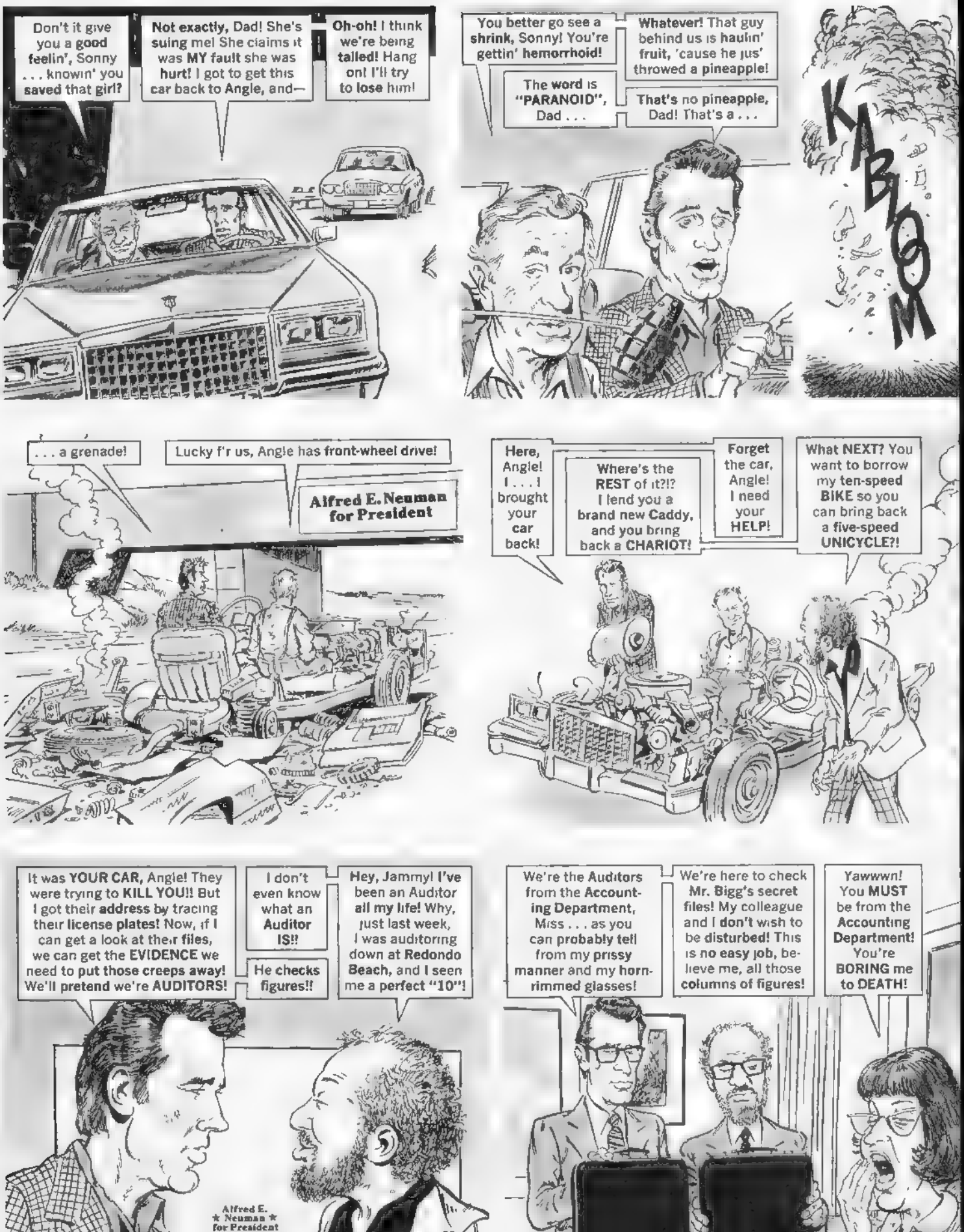

They say "Put half a million dollars into a brown paper bag, and wait for instructions . . ."
Can you help me raise the money?
You'll be LUCKY if he can raise the BROWN PAPER BAG, Miss! I tol' him to get into some other line of work! He coulda been a TV Repair Man, or a Plumber, or—
Hey, cool it, Crocky! I've got an idea! We'll PAY the ransom— with ANGLE'S phony money! He OWES me!

ARTIST: ANGELO TORRES

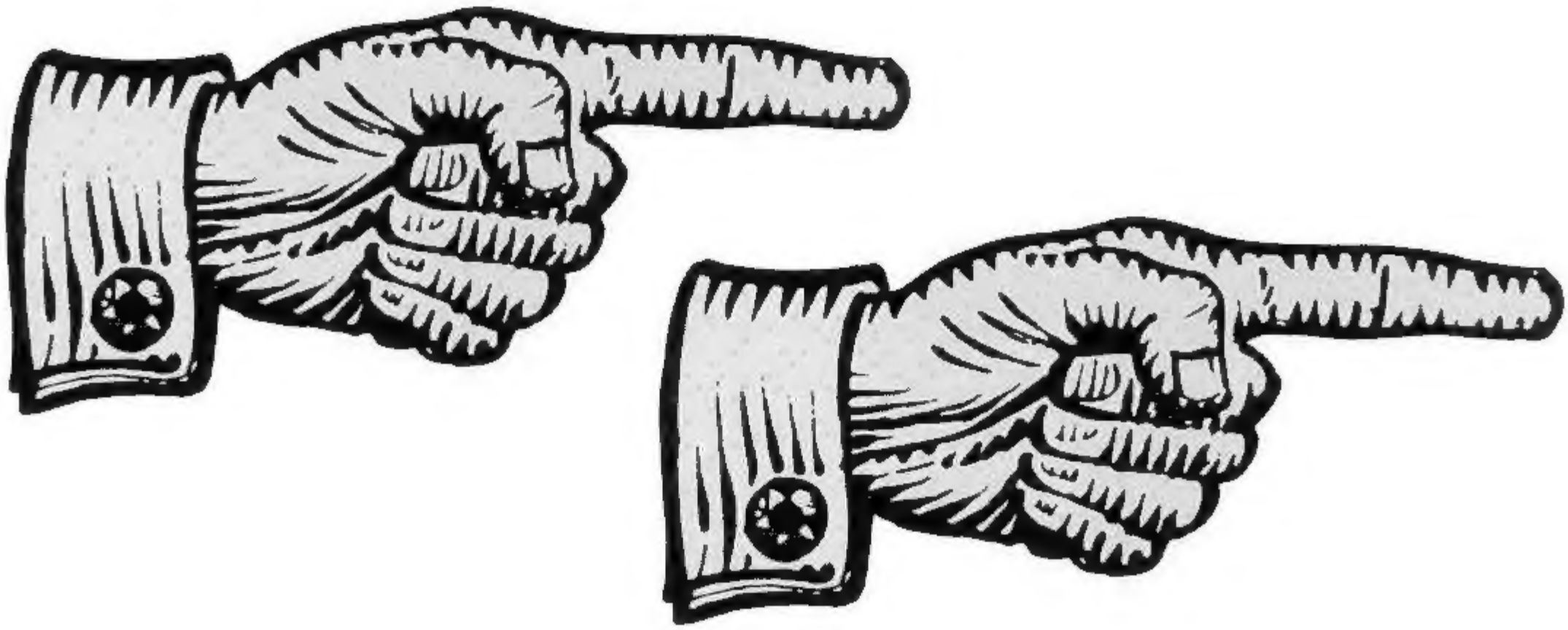
WRITER: LOU SILVERSTONE

Am I glad I found you, Angle! I want your counterfeit money!
How did you get to be Vice President?
It's ALL YOURS, Jammy! I've gone LEGIT! Yes sir . . . you are lookin' at the NEW Angle Moron . . . VICE PRESIDENT of the SAN ANDREAS FAULT LAND DEVELOPMENT CORPORATION!!
I answered an AD! They was lookin' for an Executive with no experience and a low IQ!
It's a fantastic job, Jammy! Man, I got this office, and I sit at a desk and I sign papers and I take a lot of "physicals"! See, I'm what they call a "Key Personnel", so they keep takin' out these INSURANCE POLICIES on me . . . ten million bucks worth so far!
Angle, it sounds like a SET-UP! They're going to KILL YOU for the INSURANCE!
No . . but how about taking out ANOTHER POLICY and naming ME the beneficiary!
Yeah? You think I should QUIT?!
ANGLE . . . WATCH OUT!!
CLONK
UPPER PLATE 27014
LOWER PLATE 27014
You okay, Jammy?
Don't be silly, Jammy! You jus' gotta be more careful where you walk!
I guess so! See that?!? They were trying to get you, Angle!
ANGLE! We're in the LOBBY!!
Now, this, Jammy, is my private eleva –Jammy??
YAAA

Jammy, what'd you DO?! You RUINED my whole Executive John! I mean . . no kiddin', Man . . . you sure take advantage of a fella's hospitality!
I wish you wouldn't go aroun' like that, Sonny! I don't want people t' think I brought you up t' be a Hippie . . . !!
Oh, put a cork on it, Crocky! Any messages?
Yeah, Rita called an' said she's not free tonight, but she's reasonable! And the kidnappers called an' said to be at the phone booth on First and Elm at 7:00 P.M.!
Phone
Phone
Miss, will you get out of there?!? I'm expecting a very important call . . . !
Angelo, there's a suspicious looking man hanging around outside!
Keep talking, Honey! I'll be right there!!
And that's only a SAMPLE of what you'll get if you ever bother my lady again, Creep!
Yeah, you pervert!
You're late, Crockford!
I'm sorry! There was this lady—
Get broads on your own time! Now, go to the phone booth on Main and Third!
Modern day kidnappers will just have to find a NEW way to communicate! Who ever heard of TWO phone booths in working order?!?
TEMPORARILY OUT OF SERVICE
You got the money, Crockford?
Give me the girl FIRST!
No way!! Give us the money, and you get the girl!
I don't trust you! Listen, I'll throw the money down that ravine at the count of three . . . and you let the girl go . . . okay? One . . . two . . .
THREE!!
Are you all right?
I was fine, until you rescued me!!
?


Don't it give you a good feelin', Sonny . . . knowin' you saved that girl?
Not exactly, Dad! She's suing me! She claims it was MY fault she was hurt! I got to get this car back to Angie, and—
Oh-oh! I think we're being tailed! Hang on! I'll try to lose him!
You better go see a shrink, Sonny! You're gettin' hemorrhoid!
Whatever! That guy behind us is haulin' fruit, 'cause he jus' throwed a pineapple!
The word is "PARANOID", Dad . . .
That's no pineapple, Dad! That's a . . .
KABOOM
. . . a grenade!
Lucky f'r us, Angie has front-wheel drive!
Alfred E. Neuman for President
Here, Angie! I . . . I brought your car back!
Where's the REST of it?!? I lend you a brand new Caddy, and you bring back a CHARIOT!
Forget the car, Angie! I need your HELP!
What NEXT? You want to borrow my ten-speed BIKE so you can bring back a five-speed UNICYCLE?!
It was YOUR CAR, Angie! They were trying to KILL YOU!! But I got their address by tracing their license plates! Now, if I can get a look at their files, we can get the EVIDENCE we need to put those creeps away! We'll pretend we're AUDITORS!
I don't even know what an Auditor IS!!
He checks figures!!
Hey, Jammy! I've been an Auditor all my life! Why, just last week, I was auditoring down at Redondo Beach, and I seen me a perfect "10"!
Alfred E. ★ Neuman ★ for President
We're the Auditors from the Accounting Department, Miss . . . as you can probably tell from my prissy manner and my horn-rimmed glasses!
We're here to check Mr. Bigg's secret files! My colleague and I don't wish to be disturbed! This is no easy job, believe me, all those columns of figures!
Yawwwn! You MUST be from the Accounting Department! You're BORING me to DEATH!

Gee, Jammy, this playing Auditor is almost as much fun as playing Doctor! Hey—will you look at that . . . ?!
Wow! Here it is, Angie . . ! The proof that they hired you so they could kill you and collect the Insurance!!
And, in one of those familiar TV plot coincidences, they're the SAME gang that kidnapped the girl! They used the ransom money to pay all the Insurance premiums!
That's RIGHT! And now, we're gonna take you two for a RIDE!
Hey, you wouldn't wanna take ME for a ride! I mean, I get CAR SICK! You wouldn't want me barfing all over your nice new Lincoln, wouldya?
Relax, Angie! The Cops will be coming through that door any minute now! I told Crocky to put in a call to them if we weren't out of here in five minutes!
Yeah? Well, where ARE they? We have been here for FIFTEEN minutes ALREADY!
Okay, drop those guns!
It's about time, Menace! What took you so long?
Crocky didn't give me your message until after we'd been talking for about fifteen minutes or so!
I jus' couldn't help it! We was havin' such an interestin' conversation! Menace was sayin' all them Cop things, like "perpetrator" an' "ten-four!" Y'know how time flies when y'r having fun, Sonny!
An' speakin' of havin' fun, Sonny, I rented us a cabin in the woods! We're goin' fishin'! Jus' us, an' Nature for a whole month! We can fish an' talk, and I'll give you advice an' say folksy things, an' there won't be another livin' soul aroun' for miles, except Angie . . .
I'm comin', too, Jammy! And I'm bringin' my oversized portable radio with the huge speakers! Man, we're gonna have us a ball!
Uhhhh . . . sorry, fellas! I can't go! I'm a WITNESS! Right, Menace . .? I can't leave town?!?
No, you're free to go, Jambo!
ARREST ME, Menace! I passed counterfeit money in that ransom drop! You have to throw me in jail! Listen . . . I KNOW my RIGHTS!
Forget it, Crockford! Have a nice vacation!
An' at night we'll sit aroun' a roarin' fire an' play "Old Maid". . . an' bob for apples . . . an' squeeze rolls of toilet paper . . . an'—
MENACE!! HELP ME!!
Don't that sound like Fun, Jammy . . .?!
TIAJUANA
Disneyland



Nothing to see here!

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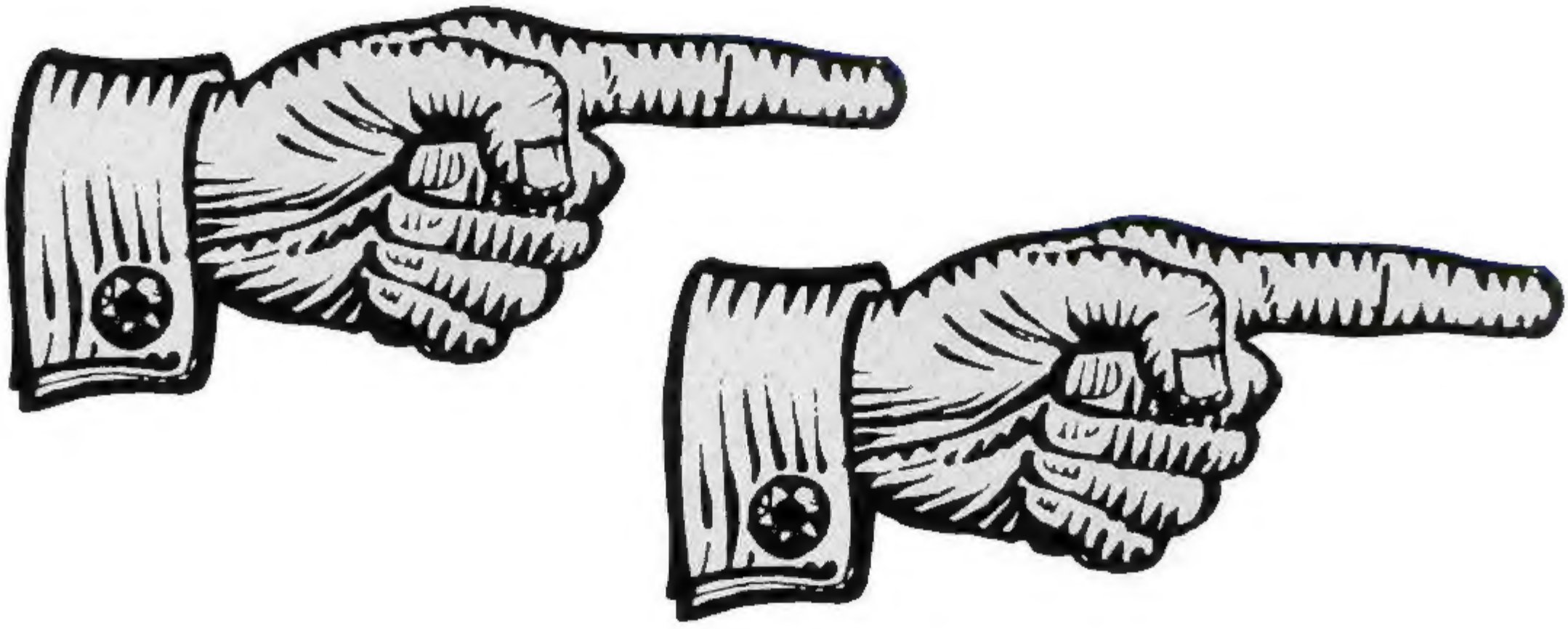


WHAT'S THE BEST WAY TO BECOME A MEMBER OF A CRIME ORGANIZATION?

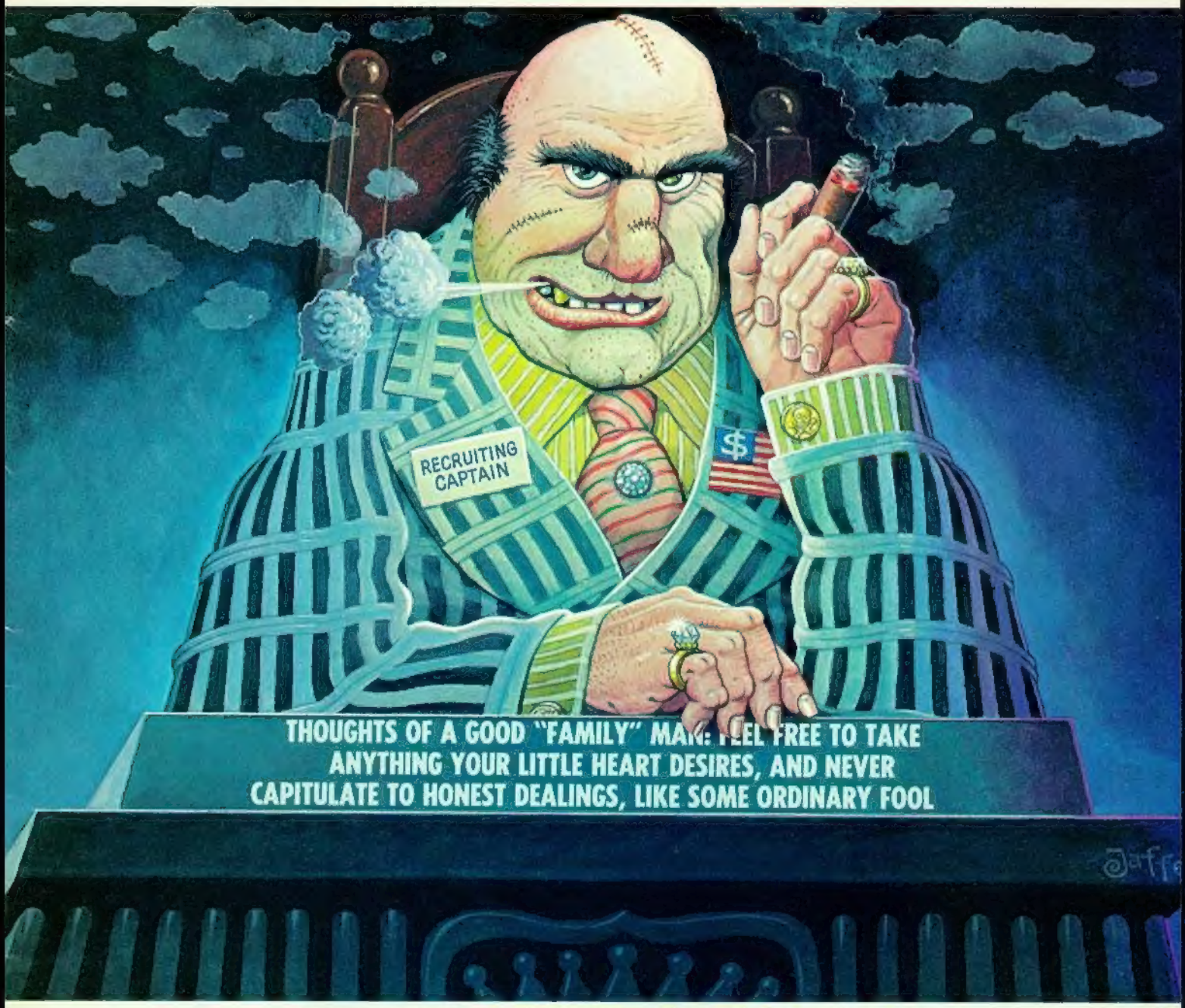
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD IN

For years, you've been hearing all about the fabulous industry known as "Organized Crime", and you've probably wondered how one gets to join in on the fun. Well, merely fold in the page as shown and you'll soon have an answer!

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"


RECRUITING CAPTAIN
$
THOUGHTS OF A GOOD "FAMILY" MAN: FEEL FREE TO TAKE ANYTHING YOUR LITTLE HEART DESIRES, AND NEVER CAPITULATE TO HONEST DEALINGS, LIKE SOME ORDINARY FOOL
Jaffee

GREAT FINANCIAL REWARDS AWAIT THOSE WHO MEET ELEMENTAL STANDARDS OF CRIMINALITY. ONCE INDUCTED INTO THE INNER CIRCLE, FEW WANT TO QUIT.

ARTIST AND WRITER: AL JAFFEE

A› ‹B

WHAT'S THE BEST WAY TO BECOME A MEMBER OF A CRIME ORGANIZATION?

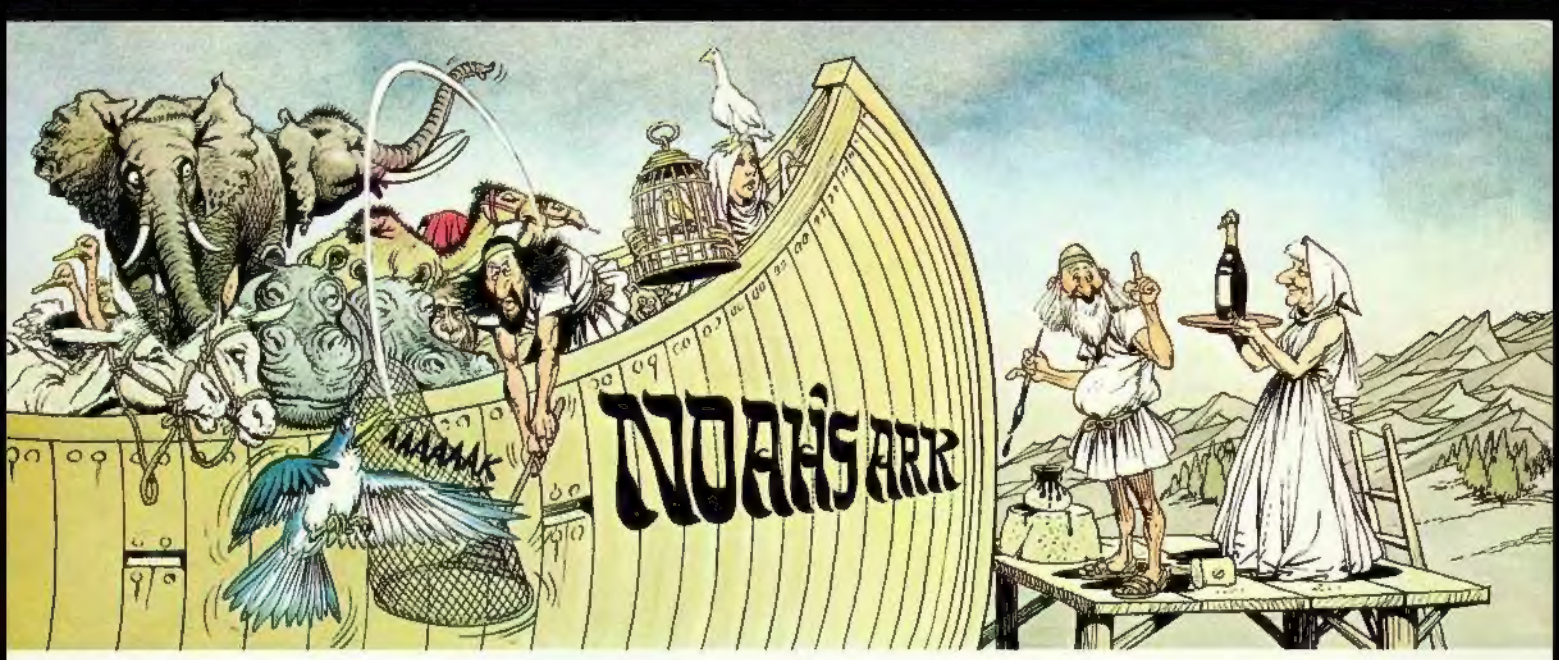
FOLD PAGE OVER LIKE THIS!

A⟩⟨B FOLD BACK SO "A" MEETS "B"

ARTIST AND WRITER:
AL JAFFEE

GET
ELECTED

A⟩⟨B



ARTIST: GEORGE WOODBRIDGE WRITER: DAVE MANAK